No. 14197

IN THE

# United States Court of Appeals

FOR THE SEVENTH CIRCUIT

CONSOLIDATED FOODS CORPORATION,
Petitioner,

v.

FEDERAL TRADE COMMISSION,
Respondent.

Petition to Review and Set Aside Order of the Federal Trade Commission

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2774 RESPONDENT'S EXHIBIT 1

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 449 Date: 8/30/56
Salesman: RJS
Firm Name: Armour & Company
Persons Contacted: W. Franklin and C. Whittingham

Contact made with Jim Benzies.

Most of information concerning this—all in teletype message to W. M. Hume on 8/30/56.

Puccinelli price for ground onion is $.547 per pound, F.O.B. destination and any location, minimum 500#. Franklin has bought at this price for Dallas, Ft. Worth and other plants. He now has bought 10,000# for Chicago. Whittingham may reject this upon arrival in which event Puccinelli Products won't be used at Chicago, but may be used at all other plants.

We did not discuss garlic and hope Puccinelli is not offering a lower price for 815. We will know shortly as Whittingham is requesting garlic.

Franklin bound and determined no difference in quality. Feels he should have a better price because of his volume and Puccinelli is giving it to him.

Orders are now going to Puccinelli and will continue that way unless we want to do something about price.

2775 RESPONDENT'S EXHIBIT 2

Memo To: R. M. Stephenson October 5, 1956
From: R. J. Sparling

Please refer to Jim Benzies' memorandum of October 3 regarding Puccinelli's onion and garlic.

Armour & Company is now buying from Puccinelli and we are quite anxious to have your Lab report on the Puccinelli samples which Benzies has submitted to you.

We would like a complete Lab report and do you suppose you could use Bubbling Bertha in your analysis and, if the results were significant, to demonstrate by the use of Bubbling Bertha, would it be possible to send this piece of equipment to Jim Benzies with instructions on how to use it?

Armour is a 200,000 lb. account and their Lab has approved our competitor's products which are offered at a lower price. I think our only opportunity here would be to demonstrate on the basis of flavor units that our products are actually cheaper.

Bubbling Bertha is more convincing than a organoleptic test.

R. J. Sparling

RJS:nm
cc Jim Benzies

2776 RESPONDENT'S EXHIBIT 3

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 124 Date: 5/23/56
Salesman: V.O.T.
Firm Name: Armour & Co.
Person Contacted: D. J. Fuos

Mr. Fuos the sausage maker said he was using raw onions now but was going back to dry very soon. He had Basic garlic powder that he got from Chicago. He is unable to purchase at this plant at the present time.

2777 RESPONDENT'S EXHIBIT 4

Memo to: J. Benzies San Francisco, Feb. 23, 1956

I have your memorandum of February 16 regarding Armours. I can't recall ever seeing Puccinelli's ground onion or ground garlic, but I am sure the product is available. The onion will have no better flavor than their powdered products or chopped onion. It is just manufactured from a milder onion than that which we use.

I am reasonably sure Pucinnelli is short of material. It is very doubtful if the Puccinelli salesman or the Gentry salesman think we are short of material. Normally our men do not broadcast a shortage until the time arrives when we can't complete deliveries.

See if your spy at Armours will give you a sample of this ground onion and ground garlic. A laboratory report may be of some help.

I have been somewhat expecting an order from Armour and I know you have been asking for an order. They should

be needing material and this leads me to believe they may have purchased from Puccinelli. The loss of one order is not important, as long as Puccinelli sold at the same prices that we sell. I am sure you can regain the business on quality—for the Puccinelli onion is not too satisfactory.

R. J. Sparling

RJS/g
cc: Chicago.

2778 RESPONDENT'S EXHIBIT 5

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 61 Date: 3/18/57
Salesman: RJS
Firm Name: Armour & Co.
Persons Contacted: C. Whittingham and Ray Carlson

Contact with J. Benzies

Feel we made a lot of progress. Ran "Bertha" results quite good—used Lot 110 against Puccinelli granulated onion. We then titrated but apparently our Sodium Thisulphite has decomposed and titration unsuccessful. Carlson's Lab will make up fresh solutions of all chemicals and Jim will return Thursday to again follow with "Bertha" and titrations will be made. Carlson quite impressed with results. I feel these tests could be most beneficial. Carlson could see that Puccinelli material was not used.

At Chicago no Puccinelli onion has been purchased since October until last week when 7000# were purchased. However, St. Paul & Ft. Worth have been getting Puccinelli 100%.

If "Bertha" gives good results Thursday we could regain the 7000 lbs. we have lost here.

2779 RESPONDENT'S EXHIBIT 6

San Francisco, California

Memo To: File May 3, 1957
From: W. M. Hume

I talked to Jim Benzies today with reference to Armour. He said Puccinelli was continuing to sell Armour branches at his West Coast prices plus carload freight rate of $1.75 in lots under 10,000 lbs.

I told him to go in and see Franklin and find out what he could work out in order to meet competition and get the business. He said he would do so and let me know.

W. M. Hume

WMH/ej

2780 RESPONDENT'S EXHIBIT 7

BASIC VEGETABLE PRODUCTS, INC.

Inter-Office Correspondence

Memo To: W. M. Hume May 3, 1957
From: R. J. Sparling

Benzies called and said Armour is ready to place another order. Franklin claims Puccinelli still under us and won't give the business to Basie. Benzies has no proof of the Puccinelli quotations other than past experience. Benzies will call you at 11 o'clock our time to see if you wish to pass the business or to try and meet the competition or quote a lower price.

RJS:al

2781 RESPONDENT'S EXHIBIT 8

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 246 Date: 8/13/57
Salesman: RJS
Firm Name: Armour and Company
Persons Contacted: W. Franklin and C. Whittingham

Contact made with J. Benzies

Armour signed contract to meet competitive prices established by Puccinelli. On order just placed material has arrived at Chicago. Franklin tried to cancel this order but could not do it as shipment had been made. We are doing all we can to have the laboratory reject shipment. This depends upon quality. Made tentative arrangements for handling, St. Paul and Ft. Worth Plant. I believe we will be getting 100% of business here between now and January 1. Armour uses per year 100,000 carrots "⅜" slice 1½" diameter.

2,000,000 potato 1 x ¾ x ⅜.

6,000 red sweet peppers. They buy from Puccinelli a reasonable dog food carrot.

2782 RESPONDENT'S EXHIBIT 9

San Francisco
California

Memo To: W. M. Hume August 5, 1957

Jim Benzies called this morning and we have lost an Armour order. Mr. Franklin also refuses to contract with us. The order was for over 10,000 pounds and was placed with Puccinelli at the following prices:

| | |
|---|---|
| Ground Onion | $.54 per pound |
| Ground Garlic | .74 " " |

These quotations are F.O.B. delivered in shipments of 500 pounds or more. Our delivered prices in shipments of 10,000 pounds or more are as follows:

| | |
|---|---|
| Ground Garlic | $.561 per pound |
| Ground Onion | .78 " " |

The laboratory can do nothing concerning this shipment except reject it upon arrival. There is a possibility this may happen as the laboratory has not been too satisfied with Puccinelli merchandise. Both Jim and I feel the laboratory will accept the merchandise. If they reject it this would only apply to this particular shipment. Armour could buy ground onion and ground garlic from Puccinelli on their next order. The laboratory has no control over shipments to St. Paul or Fort Worth, Texas, where large quantities are used.

Mr. Whittingham, Jim Benzies' friend in the production department, will show me the orders when I am in Chicago to confirm the prices.

Meeting this competition will probably not result in any business. Armour's purchasing department feels they can get lower quotations from Puccinelli than from us and just meeting the price would not guarantee any business.

R. J. Sparling

RJS:mk
cc: J. H. Hume

2783 RESPONDENT'S EXHIBIT 10

BASIC VEGETABLE PRODUCTS, INC.

Inter-Office Correspondence

Chicago, October 25, 1955

Memo To: Mr. R. J. Sparling
From: Jim Benzies

As we advised you on the teletype yesterday—Monday—Armour & Co. have not yet received the 5,000 lbs. of Ground Onion which they ordered from Simplot on October 13. Simplot had promised delivery to them early last week. As you know, we sent them a couple of 1,000 lb. shipments of Lot 115-C, which they thought would hold them over until Simplot's material arrived.

I have been following on this with Roy Carlson in Armour's Laboratory and with Charlie Whittingham in their Spice Department, both of whom have promised they will notify me as soon as Simplot's material is delivered so we can run some tests. They will also furnish me with samples to send to our Laboratory.

When I saw Whittingham last Friday he informed me that Simplot's material had not arrived and that they would definitely need Ground Onion on Monday, this week. So, when the material had not been delivered, Whittingham insisted that Franklin give us an order. We delivered 5,000 lbs. of Lot 115-C to them yesterday, and they want 5,000 lbs. more delivered on November 1 or 2.

I do not know what Simplot's excuse is for not making delivery. As you know, I have to practically sneak around Armour's to get information as I cannot get it from Mr. Franklin. Will know more about this after Simplot's material is delivered to them and will keep you posted.

JB

2784 RESPONDENT'S EXHIBIT 11

BASIC VEGETABLE PRODUCTS, INC.

Inter-Office Correspondence

Memo To: Mr. Roy Shaw Chicago, August 9, 1955
From: Jim Benzies

Thank you for so promptly sending the letter to Mr. Franklin at Armour & Company, stating that our material meets all Government specifications.

This matter was brought up because the Government Inspector at Fort Worth rejected our ground onion for use in a Government contract for sausage, claiming it was too high in moisture.

Armour's Fort Worth Plant advised Franklin that they went over to our Dallas Warehouse to get another case of material to take care of the Government order and the Dallas Warehouse told them they did not have any ground onion on hand. Armour then sent over to the Gentry Warehouse and got a case of material.

Mr. Franklin is checking into this matter further to see if he can get additional information.

JB

2785 RESPONDENT'S EXHIBIT 12

WILLIAM A. GITLIN CO.
Manufacturers and Shippers Sales Agents
Los Angeles 37, California

Air Mail April 28, 1954

Mr. R. J. Sparling
Basic Vegetable Products, Inc.
315 Montgomery Street
San Francisco 4, Calif.

Dear Bob:

I received a call from Mr. Nelson of Armour & Co. He asked that we cancel his order #28056 given us on April 19 covering one case of Lot 200 at .53 and one case of Lot 600 at .85 f.o.b. Los Angeles.

I, naturally, questioned him as to why he wished to have the order cancelled. Mr. Nelson told me that he was quoted the Powdered Garlic at .75; he was quoted .53 on the Powdered Onion. I asked Mr. Nelson further whether the price on the Garlic was a special price. He said "No". This price is the supplier's regular price; it was quoted to him very casually during the conversation. Mr. Nelson told us this quotation was made by a reliable supplier.

I told Mr. Nelson that I would take this up with you and that I would let him know before noon tomorrow whether you would meet it. Mr. Nelson wanted to be sure that we would have an answer for him by noon tomorrow, he would hold it open only until then.

Will you please wire or phone me immediately upon receipt of this letter.

Very truly yours

/s/ W. A. Gitlin
Wm. A. Gitlin

WAG:em

P.S. It would not surprise me if the .75 price had been quoted by a wholesale distributor who has a contract at .75, less 10%. I am not sure, but it could be Durkee or McClintock.

W.A.G.

2786 RESPONDENT'S EXHIBIT 13

San Francisco
California

Memo To: J. Benzies September 30, 1953

Armour & Co. in Los Angeles is still not buying from us. They claim they get a better price from Gentry. Mr. W. M. Hume wants you to try to change the Los Angeles's plant buying policy through your friends in Chicago.

I am quite sure Armour & Co., Los Angeles, is not getting a better price.

R. J. Sparling

RJS:mdg
cc: Roy Shaw
cc: Mr. Wm. A. Gitlin

2787 RESPONDENT'S EXHIBIT 14

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 491 Date: 7/7/53
Salesman: RS
Firm Name: Armour & Co.
Person Contacted: Glen Plunkett

Uses fresh because it is very cheap ($.30/50 lbs.).

Orders garlic from Chicago. Buys 30 pounds at a time about 2 to 3 months.

2788 RESPONDENT'S EXHIBIT 15

San Francisco

Memo To: J. H. Hume November 4, 1952

When you are in Chicago will you talk to Mr. Benzies regarding Armour. In a telephone conversation Jim told me we lost an Armour order because our competitor has lowered his price for granulated garlic to that firm.

Today we received an order for ground onion from Armour but it did not include ground garlic. In most instances they buy both products at the same time. In the past Armour has claimed they could buy the ground garlic at lower prices. When we met those prices we obtained orders. If our prices are not competitive they do not buy ground garlic from us.

R. J. Sparling

RJS/n

2789 RESPONDENT'S EXHIBIT 16

San Francisco, California

Memo to: J. Benzies January 11, 1951

We have your memorandum regarding the loss of Armour's business. The next time Armour is in the market for onion and garlic will you please offer our Lot 815 at 65¢ per pound FOB Vacaville, California. We will reduce our price for Lot 815 to this figure when Armour is in the market for more material. This should enable you to get their next order. Up until the time Armour is ready to purchase, the price will remain the same.

Please do not solicit other business for Lot 815.

R. J. Sparling

RJS:ak

2790 RESPONDENT'S EXHIBIT 17

BASIC VEGETABLE PRODUCTS, INC.

Inter-Office Correspondence

Chicago, December 9, 1949

Memo to: Mr. W. M. Hume
From: Jim Benzies

A couple of weeks ago Armour requested bids on 6,500 lbs. of ground onion and 3,500 lbs. of ground garlic for delivery at their plant January 3rd. I quoted them 55¢ p/lb on ground onion and 75¢ p/lb on ground garlic, F.O.B. Vacaville in stopover car, the same as the previous shipment we made to them.

I have been following with Franklin regarding this order and yesterday he informed me that he had given this busi-

ness to our competitors, as they had given him a better price than we quoted. I do not know how true this is in regard to the price, but have a feeling that Mr. Franklin very likely gave this order to our competitors as he feels it is necessary that they continue to have more than one source of supply.

We have shipped Armour 30,000 lbs. of material this last year, which is more than we have ever shipped them before—in fact, we have had their last three orders, whereas in the past Mr. Franklin split the business between Gentry and ourselves and we got only every second order.

I dislike very much to lose this order, but do not know what else we could have done at this time.

JB

fm

2791 RESPONDENT'S EXHIBIT 18

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 211 Date: July 6, 1949
Salesman: R. J. Sparling
Firm Name: Armour & Company
Person Contacted: J. D. Thompson

Asked Thompson to advise me when Mr. Whittingham arrives so I can talk to him on the possible use of our products here on the west coast and also arrange for a trip to Vacaville. Since this meeting I have checked with Mr. Thompson on two occasions but up to July 19 Mr. Whittingham has not been in San Francisco and as far as he knows is not expected. Thompson called the sausage maker while I was at the office to see if I could talk to him on the use of dried vegetables to replace the raw materials they are now using. The sausage maker was out. Thompson felt Whittingham could be more influential in converting this plant to dried vegetables than anyone else and suggested I talk to him instead of the sausage maker.

2792 RESPONDENT'S EXHIBIT 19

BASIC VEGETABLE PRODUCTS, INC.

Inter-Office Correspondence

Chicago, April 26, 1949

Memo To: Mr. R. J. Sparling
From: Jim Benzies

Referring to your memo of April 20th, regarding Armour & Co. San Francisco using raw onions. Armour & Co. have been working on the basis of allowing the local sausage maker at their various plants to decide whether he wants to use raw onions and garlic. Recently Armour has been making a lot of changes in their laboratories and production setups, with the idea of standardizing production for the entire country, and I believe this matter will likely be straightened out in the near future. I have been working on this with Armour's Chicago Laboratory and will keep you posted of any developments.

JB

fm

2793 RESPONDENT'S EXHIBIT 20

L. L. Raymer Company
911 Western Avenue
Seattle, Washington

April 14, 1949

Gentlemen:

For a long time we have been unable to sell Armour & Company on the West Coast. This has been due to a price advantage offered by the competitors. We have agreed to meet the competition and will supply Armour & Company at list, less 25% on shipments of less than 5,000 pounds. Armour & Company in the East uses ground onion, lot 115. We have been selling them this product in Chicago in 5,000 pound lots.

Armour & Company has a plant at Spokane and a sausage kitchen at Seattle. Mr. Franklin of the Purchasing Department in Chicago wrote a letter to all plants on the West Coast authorizing them to buy BASIC Products. The local Armour & Company plant received this communication from Chicago, and undoubtedly those in the Northwest have been informed. We suggest you call on Armour & Company plants in your territory at your earliest convenience.

Yours very truly,

Basic Vegetable Products, Inc.
R. J. Sparling

RJS:JE

2794 RESPONDENT'S EXHIBIT 21

San Francisco, California

Memo to: J. Benzies May 27, 1948

From our teletype message and your report of daily deliveries, apparently Armour & Co. withdrew 7,524 pounds of Lot 115C when the meat strike ended. Do you feel we lost any business to Armour & Co. inasmuch as we did not have sufficient stock to supply that company with 10,000 pounds when the strike ended? During the strike, we shipped several thosuand pounds and the memorandum order has been overshipped. We could have supplied Armour & Co. with an additional 2,500 pounds out of the stock at Lehigh Warehouse & Transportation Co. If you feel we have lost any business, perhaps you can offer to supply them with the balance of 2,500 pounds from the stock scheduled to leave Vacaville on May 29th.

Previous correspondence and teletype messages on this account indicate they intend to split their business between Gentry, Inc. and ourselves; therefore, probably we have not lost any business.

R. J. Sparling

RJS:JAT

2795 RESPONDENT'S EXHIBIT 22

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 164—Industrial Date: April 7, 1948
Salesman: J. Benzies
Firm Name: J. E. Decker & Company
(Division of Armour & Co.)
Person Contacted: Mr. M. Decker

This is a subsidiary of Armour & Company. Mr. Decker says they do not do any buying at Mason City. They send all their requisitions to Armours Chicago office and Chicago sends them what they need. Sometimes they get Basic and sometimes Gentrys onion and garlic.

J. Benzies

2796 RESPONDENT'S EXHIBIT 23

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 117—Industrial Date: March 10, 1948
Salesman: J. Benzies
Firm Name: Armour & Company
Person Contacted: Mr. Wm. Franklin

Franklin claims that he is now splitting the business between Gentry and Basic and that we will get the next order for onion and garlic. He figures their present stock will last until May. Mr. Hawkins who is in charge of all quality control was out of town and will not return until after the first of April. Mr. Zamon has promised to introduce me to Mr. Hawkins and I will arrange to meet him at the first opportunity.

J. Benzies

2797 RESPONDENT'S EXHIBIT 24

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 27 — Industrial Date: January 31, 1947
Salesman: J. Benzies
Firm Name: Armour & Company
Persons Contacted: Mr. Wm. Franklin and Mr. E. H. Zamon

Worked with both Mr. Franklin in the purchasing department and with Mr. Zamon in the spice department. Zamon says that he figures they will need additional ground onion in about thirty days, but Franklin claims they have enough on hand to last until June 1st. There is a great deal of friction between Franklin and Zamon and we have to be careful and not let Franklin know that we see Zamon or Carlson in Armours laboratory. Franklin claims that he is now splitting the business between Basic and Gentry and that we get every second order. I will continue to follow with all concerned and feel sure we will get another order within the next month or so.

J. Benzies

2798 RESPONDENT'S EXHIBIT 25

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 393/53 Date: May 5, 1953
Salesman: RGG
Firm Name: Bedford Food Products, Inc.
Person Contacted: Mr. N. E. Webb

This concern is considering packing chili sauce later in the year. Mr. Webb has used some Gentry Onion Chips in the past but has been mostly using the "raw" onion. He has a sample of our Lot 130 and likes it very much. He intends to use dehydrated onion this season if they pack chili sauce. He said that as soon as he knows whether or not they plan to pack this item, he will get in touch with us. We will follow this account up with correspondence.

2799 RESPONDENT'S EXHIBIT 26

BASIC VEGETABLE PRODUCTS, INC.

Report No.: Approx. 75/57 Date: February 25, 1957
Salesman: RGG
Firm Name: Routine calls

1. Red Wing Company, Fredonia, New York. Mr. Clark told me that he is quite sure they will use our onion this year and not buy through Stange. He figures that it will cost them twice as much to use Stange seasonings as it would to blend themselves. He said he will probably have his requirements for me late in May. Will follow up.

2. Bedford Food Products, Dunkirk, N.Y. Mr. Colburn said they will have chili sauce packed for them by Lake Erie Canning Co. of Ohio. Will not know until late May or June what he will need.

3. I. Miller Pickles, Inc., Brockton, NY. Mr. Miller told me that his plans for the coming pickle season does not include Basic as a supplier. Is very mad at us. Will follow up.

4. Herbs by Miller, Route 5, Angola, New York. Talked with Mrs. Helen Miller, owner, who packs Pep-Taste a seasoning somewhat like Lawry's. Started using our Lot 110 and 810 and plans to continue to do so. Very small user.

5. Ceases Food Commissary, Inc., Dunkirk, NY. Mr. Capaleni told me he is still working on contract for "raw" onions from Oakfield, NY at very low price. Said that he feels they will use some dried this coming year. Will continue to follow up.

2800 RESPONDENT'S EXHIBIT 27

BASIC VEGETABLE PRODUCTS, INC.

Inter-Office Correspondence
Plainfield

Memo to R. J. Sparling: June 20, 1951

Herewith copy of letter received today from Mr. K. F. Schaeff of Bluepoints Company, Inc., West Sayville, Long Island, N.Y.

June 19, 1951

Basic Vegetable Products, Inc.
240 W. Front Street
Plainfield, New Jersey.
Attention: Mr. L. T. Dawe

Gentlemen:

Confirming our telephone conversation of last Tuesday, may we kindly ask that you extend our purchase agreement for the balance of 2,000 pounds of ground onions to December 31, 1951.

Yours very truly,

Bluepoints Company, Inc.
K. F. Schaeff

It was not Mr. Dawe but the writer who spoke with Mr. Schaeff. At that time we had Mr. W. M. Hume's teletype message of June 8th stating we could take a contract from this company at our present prices. This Company did not sign a contract when they originally made their purchase, but sent their Purchase Order 31, dated January 23, 1951, copy of which was sent you on January 24th. When talking

to Mr. Schaeff we suggested sending him a contract and he said he would write us a letter requesting the extension of his Purchase Order to December 31st, for the balance of 2,000 pounds of Ground Onion. We told him upon receipt of his letter we would forward it to you, but did not know whether you would confirm it without a contract. He said he had given us the original order because he understood from his Boston people that we had worked with their laboratory for a long, long time, and that Mr. Dawe's demonstration at their Long Island Plant on January 23rd was greatly appreciated.

He said he had been visited by Gentry salesmen on several occasions and had been advised by them they would cover his needs to December 31st at current prices. He also said they had received samples of Egyptian onions, but had done nothing about them for the reason we have told you about before, that they were not in production because of non-delivery of machinery and have plenty to worry about beside onions.

Will you kindly advise on this.

/s/ J. W. Hetherington
J. W. Hetherington

2801 RESPONDENT'S EXHIBIT 28

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 2054 Industrial Date: January 14, 1952
Salesman: Bill White
Firm Name: Blue Seal Food Products, Inc.
Persons Contacted: Mr. Joe Wise, Mr. Rudd and Mr. Christian

Mr. Carl Roemer, P/A, home ill—spent some time with Joe Wise, Chemist. He says that he has been working hard to get us in there, but that we are apparently a little high on price.

2802 RESPONDENT'S EXHIBIT 29

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 2105 Industrial Date: Feb. 18, 1952
Salesman: Bill White
Firm Name: Blue Seal Food Products, Inc.
Person Contacted: Mr. Joe Wise

Packed 12 jars french dressing using Puccinelli powdered onion (which they purchase under contract at 52¢ lb. FOB Chgo) and BASIC Lot 300. Placed 4 jars under incubation, 4 exposed to sunlight and 4 placed on shelf. BASIC material showed stronger flavor and Joe Wise was able to pick it in blind taste test. Jars were packed 1/25/52 and taste-tested today.

Picked up a sample of Sokol & Co.s powdered garlic at Blue Seal. It is offered at 60¢ lb. delivered in Chgo and is reportedly imported from France. Zeman of Sokol & Co.

made the claim to Joe Wise that he was selling this material to Chilli-O Foods and Armour & Co. This may be just so much sales patter, but we are forwarding the sample for your examination.

2803 RESPONDENT'S EXHIBIT 30

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 77 Date: March 22, 1958
Salesman: AW
Firm Name: Consolidated Report

| | |
|---|---|
| 12. Blue Seal Food Products<br>3400 West 48th Street<br>Chicago, Ill. | Lost last order for lot 415 to Gentry as they claim our last shipment was much darker than in past and discolored their French Dressing.<br><br>Think that last 415 shipment contained yellow onion. Gave me sample of Gentry Banner Onion & wish material with this color standard. |
| 13. American Provision Co.<br>818 West Cullerton<br>Chicago, Illinois | Brought in 400# of lot 130 & 400# of lot 600 which they bought from Railroad salvage. The material is Gentry's. |
| 14. Trapp Bros.<br>716 East 69th Street<br>Chicago, Ill. | Trapp has ironed out all details with McDonald and will return contract tomorrow. Wishes us to keep 2,500# of lot 130 in Chicago—75# drums |

—at all times. Wishes this to be on hand or in transit. In other warehouse which are to service McDonald would like us to keep at least 1,500# on hand. Shortages are sore point with McDonald so Trapp wishes to guard aginst this.

Summer & spring best seasons—figure Chicago units will use (2) 500# shipments during summer & (1) 300# shipment during winter.

Art Wachholz

2804 RESPONDENT'S EXHIBIT 31

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 66 Date: April 28, 1956
Salesman: AW
Firm Name: Consolidated Report

1. Chilli O Frozen Foods—couldn't see Libby, said to come back next week or perhaps middle of this week.

2. New City Pkg—Member of this firm sells them fresh onion so they will not be interested in our lot 115 regardless. Buy 200# fresh onion each week.

3. Glaser Crandell—Met the new P.A. Jack Roberts—

4. Midland Food Products—Harry Chun said they would give us next order.

5. Reese Finer Foods—(Dina Food Products) & (Swiss American) this firm is known by all these names.—Herb Novitt said we are getting all the business here & this is driving Marty Kraham crazy. Actually the business is small and Kraham won't believe this according to Novitt. Herb said that he has been instrumental in having Blue Seal & Joe Wise consent to give us future business.

6. Marhoeffer Pkg—this is now and has been for sometime the Hygrade Pkg Co. Some of their trucks have not been changed but this firm is buying off the Hygrade contract which I believe is with Gentry.

7. Holloway House Frozen Food—deliver 1,000# lot 120 on Friday 4/27.

8. Rival Pkg—order for 10,000# Vg378 should come up in 2 or 3 weeks according to Jim O'Halloran. Cavanaugh recently reminded him of this and told O'Halloran he wanted to speak to him about this matter shortly. I gave Jim copy of our tests to evaluate onion & garlic and went over some of the material with him.

9. Small Chili—have 150# of lot 130 on hand. Purchased 240# on 12/30/55 and this amount remains . . .

Art Wachholz

2805 RESPONDENT'S EXHIBIT 32

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 74 Date: March 23, 1957
Salesman: AW
Firm Name: Consolidated Report

| | | |
|---|---|---|
| 34. | Blue Seal Food Products Co.<br>3400 West 48th Pl.<br>Chicago, Ill. | Ran lot 200 against Gentry Banner Onion and came out a not too good 2nd .. Gentry got well into yellow brown stages—60 range while our best was in 55 range. Obtained sample and am sending to Vacaville. Ran this again on other motor and got same results. This is by far best showing of any competing sample —even better than Gentry sample we ran at Wyler's which had a slight edge on us. |
| 35. | Schulze & Burch Biscuit Co.<br>1133 West 35th St.<br>Chicago, Ill. | Paul Kowert said we could pick up 1,000# of lot 110 from him if we would make this up by Wed. March 27. He feels that they won't need more onion and garlic after that until middle of April. All channels are full and they will now await repeat orders. Kowert said they would be happy with 30% of past production. No special equipment is used on the Pizza Crackers. They clean equipment after usage by steam cleaning & blowing process. It is then ready for their other lines. |

36. Frigidmeats, Inc. 3755 S. Racine. Chicago, Ill. — Unable to show Bertha as we planned as Joe Greenspan was out of office for 2 hours.

A. Wachholz

2806 RESPONDENT'S EXHIBIT 33

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 266 Date: Sept. 7, 1955
Salesman: AW
Firm Name: Joe DeFrates Co.
Persons Contacted: Joe DeFrates and Webb Barrington

Have been using Gentry granulated onion with 2% cal stearate added. The experimenting they did with us on this subject convinced them adding the stearate would be beneficial. In the future they will add their own stearate.

Joe experimented with our sample with the added stearate and again this product seemed to place more moisture in the Chili mix and there still was a degree of caking. Joe showed me the results. When using Gentry onion this again does not happen.

Are contracted with Gentry at the lower prices.

A Wachholz

2807 RESPONDENT'S EXHIBIT 34

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 205 Date: May 13, 1954
Salesman: AW
Firm Name: Jos DeFrates Co:
Persons Contacted: Joe DeFrates and Webb Barrington

Please issue a coverage contract for 7,500# of onion & garlic products.

This is the amount of onion & garlic powder that Joe estimates he uses each year. What isn't used by Dec 31 he would want carried over to July 1, 1955 understanding there would be a price adjustment Dec. 31, 1954.

He also estimates that an additional 7,500# of Gentry Mfg. Coarse ground onion is used. He has tried our free-flo onion & it has not worked satisfactorily. Samples of our ground have been tried but this grind seems to be too large. Joe said that he wished very much that we could duplicate Gentry's product. If we could he said he would very likely give us all the business.

Bob Sparling suggested sending a 1# sample of our free-flo lot 110—our ground lot 115—and the old lot 105 the special catsup pack grind. Would you please send these samples.

Is becoming dissatisfied with Gentry because of all their selling switches. Said that Marty Kraham has now left the company.

A Wachholz

[Sent check for last order
sent 5/18/54]

2808 RESPONDENT'S EXHIBIT 35

Chicago, July 14, 1954

Memo To: Mr. R. J. Sparling
From: Jim Benzies

Art Wachholz called from Springfield yesterday and said when he called on Joe DeFrates he was informed that Marty Kraham had just talked to him for about 40 minutes; that Kraham had offered to give him a 10% quantity discount on any shipment amounting to 500 lbs. or more (as well as on 1,000 lbs. or more) and that he would give this 10% discount on any combination of items to make a total of 500 lbs.

He also agreed to give him the 46¢ price on Powdered Onion on shipments of 1,000 lbs. or more, for delivery any time up to August 30, 1954.

Kraham said his reason for offering these prices was that —"DeFrates had strayed from the fold and he wanted to get him back."

Just passing this along for your information.

JB

P. S. Art also called on Kellner.
Kellner said he lost the last State bid because Schoenfelt in New York sold the State through Chris Hoerr of Peoria, Ill. the #10 pack of Onion at $5.88 per case delivered.

2809 RESPONDENT'S EXHIBIT 36

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 393 Date: August 16, 1954
Salesman: AW
Firm Name: Joe DeFrates Co.
Person Contacted: Joe DeFrates

I talked with Joe DeFrates at the Food convention which is being held at the Sherman hotel in Chicago.

Joe said that upon further examination of our free-flo onion in his chili mix the results were not good. Our free-flo caused his mix to cake. When he used the Gentry mfgs coarse Grd (the grind that is almost like our free-flo—most like it) the chili mix did not cake. All ingredients used were the same except for the onion. Our onion caused the mixture to cake—Gentry's didn't.

Joe thinks our quality is tops but still believes there is a slight difference in grind which is causing this caking.

At any rate he wants us to cancel his order for the onion powder which was to be delivered at the end of this month. He was quite sincere in saying he hated to do this but feels that he is not financially capable of taking in 1,000# from 2 suppliers. He said he would still try to give us onion powder business.

A Wachholz.

2810 RESPONDENT'S EXHIBIT 37

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 131 Date: June 8, 1958
Salesman: AW
Firm Name: Consolidated Report

| | | |
|---|---|---|
| 7. | Joe DeFrates & Co.<br>1021 East Miller<br>Springfield, Ill | Had lunch with Joe DeFrates. Business down now naturally in summer but long range looks favorable.<br>Estimate purchases here around 20,000# yearly.<br>Good bulk of business is S110 which is used in a chili mix. Experiments were tried in past and it was found that our 110 caked up in the mix more so than Gentry—the reason for this apparently because of the lower moisture content of our onion in combination with the higher moisture of chili powder. Experiment with our product was run during warm, humid summer, and results were not good.<br>Told Joe of ADOGA standards and similar material being used and told him that later in year would get 25# sample of S110 and rerun tests. Joe agreed to this. I don't advise a running of this during summer. Promises to give us more business on 300 & 600 than in past. Have not discouraged his placing this business with Forbes. |
| 8. | American Pkg Co.<br>3858 Garfield<br>St. Louis, Mo | Has been getting onion & garlic regularly thru Forbes. |

2811 RESPONDENT'S EXHIBIT 38

BASIC VEGETABLE PRODUCTS, INC.

Inter-Office Correspondence

Chicago, March 30, 1953

Memo To: Mr. R. J. Sparling
From: Chicago Office.

Art Wachholz called on The Frank Bros., Inc. at 6747 South Wentworth Avenue, Chicago, recently and they are very interested in our LAFF onions packed in #10 tins.

Art says they are buying about ten cases a week from Gentry. They would like to get another source of supply as they are not too happy about having to buy from Gentry.

They have just obtained concession at two of our Chicago race tracks and one of these tracks will open in April. He would like to buy from Basic, but would want to be sure that we could continue to supply him for the next couple of months—in other words, he does not want us to ship him some material now and then not be able to continue to ship him during the next few months. If we are not in position to supply him continuously until July first, then he will continue to buy from Gentry until that time.

FM

2812 **RESPONDENT'S EXHIBIT 39**

**BASIC VEGETABLE PRODUCTS, INC.**

**Report No.: 240** **Date: 12/10/53**
**Salesman: RS**
**Firm Name: Gerber Products Co.**
**Persons Contacted: R. Manildi, L. U. Hudson and Luis de Alcuaz**

**Took the following orders:**

| Fremont | Jan. 5th Arrival |
|---|---|
| Lot A1000F | 2,000# |
| " A1020F | 2,800# |
| " A200C | 5,000# |
| **Rochester** | **Jan. 5th Arrival** |
| Lot A1000F | 3,000# |
| " A1020F | 3,000# |
| " A200C | 3,000# |
| **Oakland** | **Jan. 6th Arrival** |
| Lot A200C | 5,000# |

Went over celery inventory. Worked out combinations of leaf and stalk. We have 21,500 more pounds of powder and 23,000 pounds of leaf which they will use after above is shipped. Still unhappy with our decision to give up celery. Gentry still working hard for onion business but no success, so far. De Alcuaz says Gentry pressure has gone to Dan Gerber. Kimball at Fremont says he doesn't want to use Gentry. Pressure may have backfired at Fremont.

2813 **RESPONDENT'S EXHIBIT 40**

**BASIC VEGETABLE PRODUCTS, INC.**

**Report No.: 229** **Date: 11/12/53**
**Salesman: RJS**
**Firm Name: Gerber Products Co.**
**Person Contacted: Luis de Alcuaz**

De Alcuaz will go to Vacaville to ask Stephenson about certain facts on celery production. Still no decision on how much of our celery they can use, as they still don't have all the samples of material we have.

Gentry tells de Alcuaz in confidence they are going to have flame peelers next year. Gentry submitted samples of onion to Gerber. 8% of samples passed. This is better than before. Gentry expects some Gerber business as soon as they can meet Gerber's onion specifications.

De Alcuaz says our decision on celery has hurt us for their onion business.

2814 **RESPONDENT'S EXHIBIT 41**

**BASIC VEGETABLE PRODUCTS, INC.**

**Report No.: 18** **Date: 2/20/53**
**Salesman: RJS**
**Firm Name: Gerber Products Co.**
**Persons Contacted: Kimball, R. Paulson, R. Wakefield and P. McGowan**

Fremont has not received new crop of powdered celery. Found flakes O.K. Complained long and hard regarding last year's production and special mixture we made for them in November.

McGowan showed me a letter from De Alcuaz in which he stated he felt the celery problem beaten.

McGowan may be in Vacaville in the next 2 weeks. Would like to discuss sterilization procedure with Harris or Heffernan. McGowan thinks stalk and leaf are blended together and are sitting in our warehouse in lots of 1200 pounds awaiting sterilization. He also thinks our samples are drawn as we blend the leaf and stalk as a part of a perpetual sampling procedure.

Explained to all they should buy large quantities not later than April to avoid movement in the middle of summer of high moisture celery.

Went over sample analysis. Their records showed a November purchase of Gentry onion powder and the bacteria count was very low. This was the only Gentry sample shown in the analysis records. The name California Vegetable Concentrates is hardly known at Fremont. Our onion had favorable analysis although one purchase showed insect count of nine.

2815 **RESPONDENT'S EXHIBIT 42**

**BASIC VEGETABLE PRODUCTS, INC.**

**Report No.: 124** **Date: September 11, 1952**
**Salesman: RJS**
**Firm Name: Gerber Products Company**
**Persons Contacted: B. O. Grossi and Larry Hudson**

Luis de Alcuaz away from plant. Grossi said de Alcuaz had written a report on his last visit to our plant which was very favorable to us. He had also visited Gentry plant. The fact Gentry did not peel onions was stressed in de Alcuaz' report. According to Grossi it is Gerber's new purchasing policy to have two sources of supply. At Fremont they buy from both Basic and Gentry and it has been felt a similar policy should be adopted at Oakland. Due to laboratory influence it is doubtful if Gentry's powder will be used. Gerber has tried many different kinds of celery substitute such as celery seed and extracts of celery. They want to continue using dehydrated celery and expect to go ahead with the product with the feeling we will do a better job. Grossi said de Alcuaz quite impressed with our celery program and he feels we can make the product they want. Grossi does not want to change grind of celery powder but is afraid it may have to be done to cut down insect fragments. Hudson, who does the buying complained at our price for celery flakes. He feels it is away out of line. I think CVC must have quoted them 60¢ per pound price for stalk and leaf. As far as Hudson knows they are to continue with celery. Gave me the following orders:

| | | |
|---|---|---|
| For Fremont | 2,000 | pounds Flakes Celery |
| For Oakland | 1,500 | " " " |
| | 2,000 | " Powdered " |
| | 5,000 | " Powdered Onion |

I explained we only had 3,100 pounds of flakes. Oakland has agreed to use 3,500 pounds of powder and save flakes for the east. Hudson insists we make some flakes for him before the 15th of November when we are to start celery. He claims he cannot wait that long. He can substitute flakes for powder here but cannot do it for eastern plants.

2816 RESPONDENT'S EXHIBIT 43

San Francisco,
California

Memo To: R. N. Stephenson April 19, 1956

Attached is a copy of a memorandum from Jim Benzies regarding Gerber at Fremont.

Dr. de Alcuaz has told me on several occasions part of our trouble at Fremont is a preference by Pat McGowan for Gentry. It is Dr. de Alcuaz's opinion that if Pat McGowan protested enough regarding Gentry material that despite the relationship between Mr. Cummings and Dan Gerber, Gentry's products would not be used at Fremont.

When you are in St. Louis, will you be sure and contact Pat McGowan and Mr. Fair. Incidentally, Mr. Fair is in the purchasing department. As you know, McGowan is in charge of quality control of Gerber Products Company at Fremont as well as for the entire company.

Dr. de Alcuaz has been in Fremont this week and I feel sure he will do what he can to convince McGowan of our quality. He definitely is in favor of BASIC material for all plants.

RJS:ak R. J. Sparling

cc: J. Benzies

2817 RESPONDENT'S EXHIBIT 44

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 10 Date: January 21, 1959
Salesman: RJS
Firm Name: Gerber Products Company
Persons Contacted: Ken Ericson and Dave Elkin

Took these two gentlemen to Vacaville as a part of their program to visit plants of suppliers. They were quite impressed with facilities and I was able to stress advantages of buying Domestic Onion, why Domestic Onion is superior to imported and the need for control of source of supply when buying mixtures in which Onion is included.

2818 RESPONDENT'S EXHIBIT 45

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 14 Date: 2/6/57
Salesman: RJS
Firm Name: Gerber Products Co.
Person Contacted: R. Manildi

Will sign contract for 60,000 lbs. up to July 1. This is about twice amount contracted for same period last year. However, last year they used more than contracted. Manildi said we would be making shipments to Fremont.

Wants 5,000# end of February in Oakland and more in March. Orders will be sent in along with contract.

2819 RESPONDENT'S EXHIBIT 46

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 130 Date: 5/2/57
Salesman: RJS
Firm Name: Gerber Products Co.
Person Contacted: R. Manildi

Manildi showed me teletype which showed monthly usage for next 3 months at Fremont and Rochester and their inventory.

He placed order for 10,000 lbs. for Fremont for shipment now. Will place another order for shipment on June 20 which will go to both plants.

Right now we are getting all of their business.

2820 RESPONDENT'S EXHIBIT 47

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 7 Date: 1/17/58
Salesman: RJS
Firm Name: Gerber Products Co.
Persons Contacted: Ken Ericson and Dick Manildi

Manildi is leaving for canners convention said to bring over contract for 80,000 lbs. and they will sign it. I saw records for all plants showing what they will require for the next 6 months. 80,000 lbs. is 100% of requirements. Up to recently we have been getting 100% of Rochester & Oakland but not Fremont. Hope this will continue.

Rochester returning 42 cases, 2100 lbs. which had mites. Not too happy about this unfortunate incident. Will not be hurt if we don't have more problems.

2821 RESPONDENT'S EXHIBIT 48

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 589 Industrial Date: March 30, 1950
Salesman: W. F. White
Firm Name: J. J. Gielow & Sons, Inc.
Person Contacted: Marvin Gielow

Mr. Marvin Gielow says that due to the illness of his brother, they have not determined their requirements. (?) He mentioned buying material in drums (100 & 75 lb.) He said that in past years he has purchased material from Gentry for the Georgia plant, and that was shipped direct, and material for the Detroit plant was purchased from us, thus giving us the larger volume. He asked several times when we would have new crop prices—I believe it likely that Gentry is offering Chopped Onion packed in drums at a lower price. Conferring with Mr. Benzies.

2822 RESPONDENT'S EXHIBIT 49

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 1250 Date: 1/10/57
Salesman: R.G.C.
Firm Name: J. J. Gielow Co.
Person Contacted: Mr. L. J. Gielow

Mr. Gielow informed me that his contract with Gentry isn't as binding as it was in the past and that he will buy some material from us in the future because the material and service we rendered in the past was most satisfactory.

He told me that he has been using some of Stange's garlic oils and is considering going to raw garlic, for the future,

because Lot 845 from Gentry isn't giving enough flavor, and neither is the oil.

I told him by putting Lot 845 into the jars without even dipping them into water first the enzymes are deadened by the acid or vinegar, etc.

I also told him what the oils are and do, which interested him greatly.

I told him of the ideal way to get the most flavor from our Lot 600 and 845 but I'm afraid that he will forget exactly what was said, so I would like for Mr. Robert Stephenson to write him regarding this matter. He told me that he has a Sparker Filter, and was interested in knowing whether or not this filter would do the job of filtering out the cloudiness in a garlic solution before entering the finished products. Frankly I didn't know if it would or not.

I'll write Mr. R. Stephenson a letter regarding this account and ask him to write Mr. Gielow regarding all the items he is interested in knowing.

Truthfully I believe we will get all of Mr. Gielow's business again.

2823 RESPONDENT'S EXHIBIT 50A-B

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 3094 Industrial Date: September 24, 1952
Salesman: Bill White
Firm Name: J. J. Gielow & Sons, Inc.
Persons Contacted: L. J. Gielow and Roy Gielow

Attached is a copy of a letter we received from J. J. Gielow & Sons, Inc. When I contacted Mr. L. J. Gielow in Detroit yesterday, he requested that we issue a credit memorandum or a corrected invoice covering 1,500 lb of

the order for 2040 lb. Lot 130 shipped on our release dated August 20, 1952, C5813 and C5816. (Midland shipping paper #23677), and covering that part of the material which should have moved prepaid.

Examination of the freight bill from White Owl Trucking Co. on this shipment showed the freight to pro-rate at .016 per net lb. of material shipped or $24.00 for that part of the shipment covered by M/O 5613.

The 1,500 lb. should be billed at .5765 per lb. prepaid, and the balance of 540 lb. taken of M/O 5816 and billed at .60 per lb. FOB Chicago.

Gielow stopped operations at the Croswell plant the
2824 first part of September, and they show an inventory of 2,200 lb of Lot 130 at Croswell, additional inventory of Lot 130 at Adel plant. Since they have no further use for this material until next year, they do not wish to take in any additional Lot 130.

Under this arrangement, Gielow has 3,500 lb of Lot 845, and 420 lb. of Lot 130 left on M/O 1816, and they intend to take the 845 sometime in December.

I did not see any of the correspondence on this matter until the day before yesterday, but I note your mention of not knowing how many plants the Croswell Pickle Company has or where they are located.

J. J. Gielow & Sons, Inc. own and operate a plant at Adel, Georgia known as the Adel Canning Pickling Co. They also own and operate a plant at Croswell, Michigan known as the Croswell Pickle Company.

In July 1951, Gielow took over and enlarged the old Croswell Pickle Co. plant at Croswell, Mich. and moved their Detroit packing and processing operation to that location. They retained their old plant in Detroit for office and warehouse space. This information was contained in

my sales report #1184 dated July 10th, 1951. There are no pickle plants in Detroit or suburban Dearborn or any place else at the present time, however they do have warehouse space at 10411 Ford Road in Dearborn.

The reason for having material for the Croswell plant shipped to Detroit or Dearborn is that there is no direct truck line to Croswell. You will note that previous shipments have sometimes been made thru Saginaw Trucking c/o Blair Trucking. The transfer causes a delay, and hence the shipment to Detroit where it is taken over by Gielow's trucks for Croswell. Chicago-Detroit shipments are very frequent and prompt.

I would appreciate very much having copies of correspondence concerning the accounts I am covering, as, indeed, you usually send. It sometimes makes it very difficult to talk to a customer if you don't know what correspondence he has received, or what has transpired regarding the account.

2825 RESPONDENT'S EXHIBIT 51

San Francisco

Memo To: W. F. White June 16, 1953

The following telegram was received from J. J. Gielow & Sons:

"CANCEL BALANCE ORDER GEORGIA CROP FORTY PER CENT BURNED UP".

I am attaching a copy of our letter to that firm. I discussed this matter with Mr. Wm. Hume and he has recommended that we bill J. J. Gielow & Sons for the difference between the carload price and the less than carload price for the material already shipped. As we expected to forward 30,000 lbs. we allowed the carload price for the in-

voices already issued. Now that they will not need the 30,000 lbs., they, of course, should pay the regular price for less than 30,000-lb. shipments.

Mr. Hume has asked that this invoice be delivered to you and that you deliver it in person to Mr. Gielow. He does not want to antagonize him and felt it should be handled by a personal visit as you can explain why it is necessary to issue the invoice. Will you let us know how Mr. Gielow accepts this billing, bearing in mind we want to retain his good will and his future business. He probably expects this charge.

R. J. Sparling

RJS/n
cc: J. Benzies

2826 RESPONDENT'S EXHIBIT 52

Mr. L. J. Gielow
J. J. Gielow & Sons
6600 Wyoming Street
Detroit, Mich.

June 16, 1953

Dear Mr. Gielow:

We were certainly sorry to learn you have lost a large percentage of the Georgia crop and it is necessary to cancel your order represented by our contract. I know if we lost 40 per cent of our raw materials it would be very difficult to complete our commitments. Inasmuch as you have asked the order be cancelled, we will change our production schedule to avoid an over-production of the type of material which you use.

Thank you for sending us the wire. It helped us in our planning.

Sincerely yours,

Basic Vegetable Products, Inc.
R. J. Sparling

RJS/n
cc: W. F. White
cc: Chicago office

2827 RESPONDENT'S EXHIBIT 53

BASIC VEGETABLE PRODUCTS, INC.

Inter-Office Correspondence

New York, New York, July 19, 1954

Memo to: W. N. Hum
From: John Butler

[Re:] Grocery Store Products Company,
West Chester, Pennsylvania

I made a personal call at the plant and talked to Mr. Gilmour and Mr. Brandow.

Somewhere along about the time Mr. Gilmour took over the purchasing the Gentry people put on a great compaign to get this account and almost did. One of their Eastern salesmen spent a lot of time here and got them to test Gentry's Chopped Onion. He then quoted him a price of 54¢ per pound delivered in any kind of package they wanted. When Grocery Store tested some Chopped Onion we shipped them out of the warehouse they felt that it had more fines in it than the Gentry product and were seriously considering placing some of the business with Gentry. At this time others in the Gentry organization were calling and writing them and energetically tried to get at least

part of this business. Under the circumstances I think Grocery Store might have felt it proper to give them a share of this, but when Gentry wrote them their price they put down 53.8¢ per pound f.o.b. California for the Chopped Onion, even though they had previously quoted 54¢ per pound delivered. In any event Grocery Store considered it a higher quotation and, as you know, gave us their contract for 100% of their requirements, as they have in the past.

I am making this rather lengthy report to bring out the fact that Gentry seems to be intensifying their procedure of going all out to take one of our good accounts away rather than to expend energy to develop new ones. We are all familiar with how they have done this in the Institutional Field.

Reference shipments—

We have their Order K 9521 for approximately 20,000 lbs. due in October and I am certain you will let us know when arrangements have been made to ship this.

Based on last year's production they will probably need another 20,000 lbs. to arrive about the end of March and I will keep in touch with them on this. Incidentally, is there a "Floor Tax" on inventory we have in stock March 1st? If so, they would be willing to order it out prior to this in order to save us paying this tax.

cc: San Francisco
Vacaville

2828 RESPONDENT'S EXHIBIT 54

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 106 Date: 3/24/58
Salesman: DMR
Firm Name: Grocery Store Products Co.
Person Contacted: Mr. J. E. Gilmour

Mr. Gilmour stated he would place next order with us in approximately five weeks, and will sign new contract for requirements after 7/1/58.

Mr. Gilmour informed me he has been subjected to more pressure from Gentry for business than any previous time in his experience, however, he intends to use Basic materials 100% in future as he has done in the past.

2829 RESPONDENT'S EXHIBIT 55

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 488 Date: 7/9/53
Salesman: RS
Firm Name: Geo. A. Hormel & Co.
Person Contacted: W. E. Carmichael

Using Gentry for 15 years and is happy. Picks up at their local warehouse. Asked me to give reasons why Basic is better than Gentry. I told him our only business was onion and garlic. We put all our effort into those two products. We use lower drying temperatures than Gentry, keeping more of the volatile flavors in. On leaving, he asked for Gabbert's address and the location of warehouse stocks.

2830 RESPONDENT'S EXHIBIT 56

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 787/54 Date: November 8, 1954
Salesman: RGG
Firm Name: Les Pommiers
Person Contacted: Mr. Henri Rethier

Mr. Rethier is now selling Sprague-Warner division of Consolidated Grocers his onion soup. He purchased his last lot of onion flakes (1000 pounds) from Gentry because of this, at 65 cents per pound less 10% delivered.

Mr. Rethier said that he needs 2000 pounds of sliced onion but in order for us to get the business, we would have to meet a price of 55 cents per pound delivered. He would not tell me who quoted him this price or would he give me a sample. He did say that it was not Gentry and it was not imported onion. He also stated that the sample given to him by this other source, was almost as good as our large sliced onion.

Mr. Rethier tried to bargain with me and said we could have the order for immediate shipment at 56 cents per pound delivered. I told him that I was not permitted to meet competition with such vague information and that we would need something more definite, in writing, before making a decision. He refused to give me this information.

Memo to WMH—I am inclined to think that Mr. Rethier is just looking for something for nothing. I do not put too much stock in what he tells me unless he has something in writing to prove it. All of the other men here in the East know Mr. Rethier quite well and I am sure they will agree. I am enclosing under separate cover a sample of Gentry special onion flakes.

2831 RESPONDENT'S EXHIBIT 57

BASIC VEGETABLE PRODUCTS, INC.

Inter Office Correspondence
Plainfield

December 4, 1953

Memo To: R. J. Sparling

[Re:] Les Pommiers Cannery, Lake Katrine, New York—
Mr. Henri Rethier

Will you please review my memorandum on this account and he is willing to give BASIC the business if we will match the price of Gentry. He wants 1,000 lbs. by the first week in January and 1,000 the last week in January. The price must be 60¢ per pound delivered, the same as Gentry, and it must be in squat drums. He refuses to accept any more of those very tall drums.

Lipton also complained about the very tall drums. It seems they are more difficult to handle, fall over continually, and in the Henri Rethier Plant the women cannot reach over to the bottom of the barrel to get the material, and by being small in diameter they show a large quantity of small and broken material in the bottom of each drum.

We must make prepaid deliveries by either Needes or Rupp truck and no other one.

Please advise whether we will match Gentry's sales price to retain this customer. On the last order of approximately 1500 lbs., there was a difference of 7¢ a pound or about $100.00 saving to the customer. He states that BASIC to him is not worth the premium, but he is willing to pay the same price. This account will use 20,000 lbs. or over per year.

/s/ LTD
Lyle T. Dawe

2832 RESPONDENT'S EXHIBIT 58

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 100/51 Date: February 26, 1951
Salesman: LTD
Firm Name: Les Pommiers
Person Contacted: Henri Rethier

Shipping them 1200 pounds BASIC "Fresh Flavor" Large Sliced Onion against their contract.

In talking to Henri Rethier I have finally converted him over to the use of BASIC "Fresh Flavor" Large Sliced Onion Lot 155 so that he is using same 100% now, whereas previous to this he used 50% dried and 50% raw. He is placing Requirements Contract to December 31, 1951, for up to 25,000 pounds of this item, which cancels previous balance now on order.

2833 RESPONDENT'S EXHIBIT 59

Chicago, June 20, 1953

Memo To: Mr. R. M. Stephenson
From: Jim Benzies

While you are attending the I.E.T. Convention, will appreciate your looking up Jack Hohhof, who is in charge of quality control for Oscar Mayer & Co. He is interested in talking to you about specifications on ground onion. What he would like to get is a product a little finer grind than our Lot 115, something similar to our Lot 110, but he would not object to some fines in this material. Naturally they would want a product which would be the same price as the ground Lot 115.

Gentry is putting a great deal of pressure on Oscar

Mayer to get their business—using the reciprocity angle—and Mr. Mayer has issued instructions to the purchasing department that if Gentry's material is equal in quality and price, they should be given preference in the future.

I have spent considerable time with M . Hohhof trying to convince him our product is of better quality and he is very much in favor of using our materia Will appreciate your doing whatever you can to keep him feeling this way.

I have a memo from Bob Sparling in which he advises Bill Hume thought you might be of some help to us at Hirsch Bros. & Co., 1400 Cedar Street, Louisville, Ky. and Larsen & Company in Green Bay, Wis. If you want to contact either of these accounts, I would prefer you go to Louisville. Hirsch is the only account I know of using fresh onion in catsup, but they claim they are now seriously thinking of switching to dehydrated onion. The men to talk to at Hirsch are—

Mr. Louis A. Hirsch
Mr. Arch. G. Fisher—Purchasing Agent
Mr. I. B. Kaufman—Chemist.

As far as Larsen at Green Bay is concerned, they do not use onion in their products, and I will follow with them later with regard to getting them to use our celery in their canned Veg-All.

Had better tell you that your friend Needle from Wyler's is attending the Convention and has been saving up some good stories for you.

Regards.

Jim

2834 RESPONDENT'S EXHIBIT 60A-B

Mr. Floyd C. Olson, Ph.D. August 14, 1951
Oscar Mayer & Company
Madison, Wisconsin

Dear Mr. Olson,

In reply to your letter of August 9, our Chief Chemist, Mr. Stephenson, will not be attending the A.C.S. meeting in New York from September 4 to September 7. We are in the midst of our production season, which will continue through November. During that period, it is rather difficult for our technical men to leave the plant.

We discussed your letter with Mr. Stephenson, and he pointed out that onions preserved in a solution of salt-vinegar will have an entirely different flavor to raw onions. Mr. Stephenson felt this would not be satisfactory for a barbecue sauce.

We are somewhat surprised to learn you are not satisfied with the flavor of our dried onion and feel it is not equal to the flavor of the raw vegetable. Undoubtedly you have made tests comparing barbecue sauce made with dried onion with the same sauce made with raw onion, and likewise have experimented with the celery in the same manner.

In your manufacturing operations, you are probably handling the raw vegetables in a different manner to the dried vegetables. This may be some very insignificant operation. We are asking our Chicago representative, Mr. Benzies, to call you and arrange for an appointment when he can work with you on this matter.

Mr. Benzies, although not a technical man, is exceedingly well-qualified for this type of work. He has been contacting technical men for years, helping them to convert from the raw vegetables to the dried material. If you will let

2835 Mr. Benzies go over your entire operation, we feel he will be able to discover why you are not entirely satisfied with the flavor of the dried onion and celery. We are asking him to send a complete report of his visit with you to Mr. Stephenson, as he might have some helpful comments.

Thank you for calling this matter to our attention.

Very truly yours,

Basic Vegetable Products, Inc.
R. J. Sparling

RJS:m

2836 RESPONDENT'S EXHIBIT 61

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 104 Date: July 6, 1953
Salesman: BW
Firm Name: Michigan Mushroom Co.
Person Contacted: M. R. Herrick

Bob Herrick advised that Gentry had phoned here this morning announcing price decrease of 2¢ per lb. Will continue to buy from us at all plants.

2837 RESPONDENT'S EXHIBIT 62

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 84 Date: May 6, 1953
Salesman: BW
Firm Name: Michigan Mushroom Company
Person Contacted: M. R. Herrick

Thru the efforts of Bob Herrick of Michigan Mushroom we should now have the total onion purchases of Michigan Mushroom and their subsidiaries, Indiana Mushroom Corp., and Aurora Frozen Foods Co.

Bob phoned me to advise that their Indiana plant would use approx. 3,000 lb. of powdered onion up to July 15th and was forwarding an order for 2,000 lb. immediately. We have had to back-order on 1,000 lb. of this.

Michigan Mushroom contract was extended to 6/30/54.

M. R. Herrick Sr. is the owner of the above firms.

2838 RESPONDENT'S EXHIBIT 63

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 188 Date: 5/26/54
Salesman: RJS
Firm Name: Michigan Mushroom Company
Persons Contacted: Bob Herrick and Bryce Taylor

Contact made with J. Benzies.

Jim Benzies has arranged for a coverage memo order for up to 20,000 pounds of onion powder for the last half of 1954. This is for all the plants.

Gentry has agreed to supply them with onion powder at $.46 per pound, FOB Chicago for shipment of 1,000 pounds on or before August 15, 1954. We will probably not get this August order unless our price is the same. They buy from both BASIC and GENTRY but we believe we get most of the business.

Quite satisfied with our onion powder.

2839 RESPONDENT'S EXHIBIT 64

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 454 Date: Sept. 9, 1954
Salesman: AW
Firm Name: Aurora Frozen Food
Person Contacted: George Stare

George gave us an order for 1,500# of onion powder which will be picked up Monday from our warehouse.

Hasn't ordered in the past few weeks as he has been using up 1,000# of onion powder which was ordered by the Michigan plant from Gentry. The Mich PA ordered this material by mistake & Stare took it off his hands.

A Wachholz

2840 RESPONDENT'S EXHIBIT 65

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 329 Date: July 27, 1954
Salesman: AW
Firm Name: Aurora Frozen Food
Person Contacted: George Stare

The strike which has affected the operation at the Indiana plant is now over. Whether or not the Aurora plant will continue with a stepped up production of the steak sauce in the next 6 weeks is not known at this time. The Mushroom is supplied from Niles. Their regular production should begin again in the latter half of September at any rate.

Geo. Stare said that the P A at Niles was approached by a Gentry salesman who came in all out of breath and informed him of the special 46¢ onion price. He quickly snapped at the offer and then learned that the Niles plant doesn't use onion powder. Stare told the PA how he was taking advantage of this offer in Chicago right along but would take the Gentry onion off his hands when his present supply ran down.

The office mgr. whom I have dealt with when George has been out of town—Herb Simkins—died last week of a cerebral hemorrhage.

A Wachholz

2841 **RESPONDENT'S EXHIBIT 66**

**BASIC VEGETABLE PRODUCTS, INC.**

**Inter-Office Correspondence**

**Memo To: Mr. R. J. Sparling** — **January 21, 1957**

A few months ago I mentioned to you that Gentry was trying to take Indiana Mushroom Company, West Terre Haute, Indiana, business by offering to ship onion powder from their Indianapolis warehouse. This question is now up again and unless we can carry a stock of powdered onion at Indianapolis or pro rate the cartage charges, we are going to lose this business.

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| The | truck | rate | from | Chicago | to | Terre | Haute, | Indiana | is 1.62 per cw |
| " | " | " | " | Cincinnati | " | " | " | " | is 1.62 per cw |
| " | " | " | " | St. Louis | " | " | " | " | is 1.57 per cw |
| " | " | " | " | Indianapolis | " | " | " | " | is .98 per cw |

Would you be agreeable to carrying a stock of powdered onion at the Indianapolis warehouse, or would it be possible to continue to ship from Chicago prepaid and add the freight from Indianapolis to Terre Haute to the invoice.

I plan on being in Indiana next week and will see Indiana Mushroom Company, so would appreciate hearing from you on this as soon as possible.

J. Benzies

2842 RESPONDENT'S EXHIBIT 67

June 21, 1954

Mr. Bryce Taylor
Michigan Mushroom Company
Niles, Michigan

Dear Mr. Taylor:

Your current contract for dried onion and garlic will expire on June 30, 1954, and any unshipped balance of material as of that date will be canceled.

As you suggested, we have drawn up a new coverage contract, represented by our Memorandum Order No. C 7182, copy enclosed, for your estimated requirements of onion and garlic from July 1, 1954, to December 31, 1954. You may draw against this contract for shipments to any of your plants or subsidiaries.

We wish to thank you sincerely for the nice business you have given us during the past year, and for the opportunity to supply you with our products for the balance of this year.

Yours very truly,

Basic Vegetable Products, Inc.
/s/ James Benzies
James Benzies

2843 RESPONDENT'S EXHIBIT 68

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 133 Date: June 7, 1954
Salesman: JB
Firm Name: Indiana Mushroom Company
Person Contacted: Mr. R. A. Dykes

This plant is still closed down due to a strike and there is no immediate prospect of their resuming operations. Mr. R. A. Dykes is now the new manager. Mr. John Fenno the former manager has been transferred to their Niles, Michigan plant. Please arrange to change Mr. Fenno's address on our calendar file and if possible add Mr. Dykes name to this list.

J.Benzies

2844 RESPONDENT'S EXHIBIT 69

RAYMER-BRAND CO.
Seattle 4, Washington

Basic Vegetable Products, Inc. January 5, 1956
315 Montgomery Street
San Francisco 4, California

Attention: R. J. Sparling

Dear Bob:

Referring to your letter of December 27th to Scott Yarboro at Olympia Mushroom Farms, we had a long talk with Scott and as we surmised, he was just fishing around for prices.

Scott still regrets, as we do, the situation that exists in this market wherein he was obligated to change his source

of supply from us, but tells us that if anything breaks, he would be most happy to give us another opportunity to be of service to him.

The local broker who represents the Olympia Mushroom Farms in the Northwest is still the broker for Gentry, and Scott feels that it is a case of "you itch my back and I'll itch yours".

He fully realizes, as we have told him many times before, that Niles, Michigan is buying from Basic, but that is a completely different situation than the one existing with Scott here in the Northwest.

You can imagine that he wants the local broker to sell just as much of his Mushroom production as possible, therefore wants to keep on the broker's good side.

Yours very truly,

Raymer-Brand Company
/s/ Stan
S. A. Brand

SAB:dfb

2845 RESPONDENT'S EXHIBIT 70

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 4 Date: January 14, 1956
Salesman: AW
Firm Name: Consolidated Report

7. Skokie Valley Frozen Foods—
Tony Alberti explained that sickness in his family has prevented him from paying his bill to us. He promised to pay ½ in two weeks and the remainder within the month. Business has been good.
8. Meat Industry Suppliers—Hank Friedman would like a letter from us stating the current status of his contract with the present prices.
9. Rival Pkg. Co.—submitted contract to Bill Cavanaugh & he will study it before signing. He is of the opinion that our prices are out of line. I quoted 60¢ fob Vacaville on the onion-garlic mix. This consists of 17# lot 600 & 13# of lot 200. It could be that Griffith is back in on the deal quoting lower prices.
10. Aurora Frozen Foods—Had a $100,000.00 fire here burning down the mushroom growing building. Production of steak sauce won't be cut down however, Aurora is not slated to make too much steak sauce but this picture might change. Have 1700# of onion powder on hand now. Would be impossible to estimate possible needs so will not contract.
11. Pearsall Foods, Inc.—Elgin—signed Total Requirements contract for 5,000#. Showed him minced onion packed by Ehlers.

A Wachholz

2846 RESPONDENT'S EXHIBIT 71

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 55 Date: Mar. 16, 1955
Salesman: RJS
Firm Name: E. B. Millar Coffee Co.
Person Contacted: C. J. Donnelly

Contact made with R. A. Anderson.

Probably the third best prospect in Denver. Has no love for Consolidated Foods or Gentry but is very fond of Gentry broker. Would buy from us immediately except for broker. He has taken the Chili business away from Gentry broker and hasn't the heart to take the onion and garlic too.

Visit was very friendly and one of these days Gentry will do something which will end this happy relationship.

We should become friendly with Donnelly.

2847 RESPONDENT'S EXHIBIT 72A-B

cc to: J. Benzies

October 7, 1954

Mr. Paul J. Schluster
Milwaukee Spice Mills
1820 South First Street
Milwaukee 4, Wisconsin

Dear Paul:

Thank you for your note on the bottom of the letter from Marand Industries offering you Egyptian onion and garlic. This stuff certainly offers us tough competition, especially in and around New York. The only fortunate feature about it is that the material is so poor due to inferior onions and garlic grown in Egypt, and their bad processing practices, that from time to time users ruin their flavor and production run so decide that it is not very cheap after all.

I quote from a sales report received today from Bob Gallo in New York.

"Mr. Z said that they tried our Lot 155 in potato salad and liked it very much. Despite this fact, a salesman from C. F. Braun Co. was in to see him and he purchased 250 lbs. of Rex Brand Egyptian onion flakes in 5 gallon tins at 34 cents per lb. FOB warehouse. He did not show me the invoice to confirm this price.

"I made a test for these people using our Lot 155 vs. a sample of the Egyptian and against ours the Egyptian looked like junk. Mr. Z was convinced that we had a far superior onion but added that he thought his potato salad was as good using the Egyptian as it was with ours.

"The Egyptian looks good to him right now because he figures that he uses 3000 lbs. per year and based upon the difference in price he would save about $750 per year. I further explained to him that when buying onions he was buying flavor and that he himself admitted that ours was far superior in flavor and in appearance to the Egyptian. He said that he wanted a little time to think it over and I made a date to see him next week."

What happened to your ball club this year? I thought that they were going to win the pennant, before they
2848 fell on their face. Maybe if you took them off a beer diet they might be able to run the bases a little faster.

Best regards.

Yours sincerely,

Basic Vegetable Products, Inc.
W. M. Hume

WMH/cj
cc to: J. Benzies

2849 RESPONDENT'S EXHIBIT 73

MARAND INDUSTRIES, INC.
New York, N. Y.

Milwaukee Spice Mills
907 South Fifth Street
Milwaukee, Wisconsin

September 14, 1954

Gentlemen:

We want to inform you that Patesco, Inc. has discontinued operations and that our old company of Marand Industries, Inc. has again taken over the food line. This company has been established for several years, and for references you may contact The National City Bank of New York or Dun & Bradstreet.

We are direct importers of DEHYDRATED VEGETABLES, SPICES, DRIED MUSHROOMS, HOUSEWARES, etc., and are prepared to give you the very lowest prices on any or all of the above. We would appreciate having your specific inquiries for qualities and quantities which you need.

We note that you use Onion Products and Garlic Products, and we have shipments of those at all times. We have some Onion Flakes, Egyptian origin, which are packed in 2/14 lb. tins to a case, which we can offer at 37¢ per lb. FOB New York, Onion Powder, packed in 2/28 lb. tins per case, at a price of 37¢ per lb. FOB New York, and a shipment of Garlic Powder, which will be arriving the last of September, at a price of 61¢ per lb. FOB New York.

Hoping that you will honor us with your reply, we wish to remain,

Sincerely yours,

Marand Industries, Inc.
/s/ M. E. Roose
M. E. Roose

MER:ha
p

Bill—
Thought you might be interested in this.
Regards.

/s/ PAUL

2850 RESPONDENT'S EXHIBIT 74A

Mr. F. Castelli
Moore & Co. Soups, Inc.
166 Abington Avenue
Newark, New Jersey

July 3, 1957

Dear Mr. Castelli:

We are returning copies of your contract covering your total requirements of Dried Onion from June 20, 1957 to June 30, 1958.

When you need material, please contact our office located at—

240 West Front Street
Plainfield, New Jersey
Phone: Plainfield 4-9342

They will arrange to fill your orders promptly.

We appreciate your placing your business with us.

Sincerely yours,

BASIC VEGETABLE PRODUCTS, INC.
R. J. Sparling

a
enc.
bcc: R. G. Gallo
Plainfield Office

2851 **RESPONDENT'S EXHIBIT 74B**

## BASIC VEGETABLE PRODUCTS, INC.

May 24, 1957

Basic Vegetable Products, Inc. Contracts to Sell and Deliver and
Moore & Company Soups, Inc., 166 Abington Ave., Newark, New Jersey

Contracts to Purchase: Total Requirements Dried Onions from June 20th, 1957 to July 1, 1958.

| | | F.O.B. Eastern Whse. | F.O.B. Destination |
|---|---|---|---|
| Up to 7,500 lbs. | Basic "Fresh Flavor" Large Sliced Onion | $.67 per lb. | $.69 per lb. |
| Up to 1,500 lbs. | Basic "Fresh Flavor" Powdered Onion | .52 per lb. | .54 per lb. |

Prices apply to shipments of one or more items totalling 500 lbs. or more. For shipments of 100 to 499 lbs., add 10¢ per lb. to above prices. For shipments less than 100 lbs., add 20¢ per lb. to above prices.

Terms of Contract: Subject to price revision on October 1, 1957, January 1, 1958 and April 1, 1958. Prices protected against decline for each quarter. Unused balance to be cancelled at end of contract period.

F.O.B. Point: Eastern Warehouses and/or Destination
Terms of Payment: 1/10/30

2850 RESPONDENT'S EXHIBIT 75

BASIC-VEGETABLE PRODUCTS, INC.

Report No.: 301 Date: Oct. 18, 1955
Salesman: AW
Firm Name: Obee Wholesale
Person Contacted: Harry Oberman

Oberman complains that they are being undersold on sliced onions. He called the John Sexton Company in my absence & found that they are selling sliced #10 onions for $1.36 per can or 8.16 per case. This is Sextons price for from 1-14 cases.

Said he needed no onion at this time but was going to check our competition for better prices. He will not go to Gentry.

A. Wachholz

2851 RESPONDENT'S EXHIBIT 76

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 714 Date: October 11, 1958
Salesman: AW
Firm Name: Consolidated Report

1. J. L. Read Foods, Inc.
118 Iowa Ave.
Streator, Ill.

Matt Jennett is no longer with this firm. Tom Sullivan has been promoted to General Mgr. Harold Marquardt is again doing the buying.
Read's business has been off this year. Borden's potato salad business is down to nothing and the

| | | |
|---|---|---|
| | | Jewel Chain account for dressings was lost.<br>It is very unlikely that a stop over purchase will be made—even next year. The 15,000# minimum puts such a shipment out of reach. Weather accounted for the poor production of potato salad this year. We should be getting business here in the near future. Records were shown to me where we are getting over 60% of the business. |
| 2. | M. J. Kellner Co.<br>301 North 8th<br>Springfield, Ill. | Last state bid lost to Lester Lawrence of Chicago. Lawrence's price to state was 6.50 del. per case. They are selling Egyptian onion it is believed. |
| 3. | Joe DeFrates & Co.<br>1021 East Miller<br>Springfield, Ill. | Gave me 500# order for lot 200 which I placed thru Forbes after discussion with Joe. They wish us to handle direct but this would put us in embarrassing position with Forbes. Ordered with this S 110 & S 810 1 case to ship when available. |

2852 RESPONDENT'S EXHIBIT 77A-C

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 600 Date: Nov. 16, 1954
Salesman: AW
Firm Name: J. L. Read Foods, Inc.
Persons Contacted: Jack Read and Ed Schoenfeldt

Harold Marquardt, formerly of Walter Bothe of Bloomington, is taking over Sam Hassan's duties of purchasing. He will be assisted by Walter Ingold. He was not at the Read plant when I called.

I spoke with Jack Read & he called Ed Schoenfeldt into his office & the 3 of us went over the Read inventory sheets. The records were kept through October of this year. From January thru October the records said that 18,000# of onion & garlic powder was purchased from Basic & 22,000 of sliced onion was purchased from Gentry.

Gentry sent in a letter dated Nov. 1 and gave price quotations. Onion was the same as ours but the garlic price didn't show the recent 10¢ decrease. It may be that Read didn't have the latest letter. In this letter Gentry also described their new plant & said they now could offer onion & garlic powder with a bacteria count of not over 100,000.

Jack Read said that pressure had been put on him to buy from Gentry because they do pack a tremendous amount of material for Consolidated. Jack said this pressure meant nothing to him if the product offered didn't come up to standards. If it did on the other hand, Jack felt that Gentry should be given consideration.

2853 Read did believe our sliced onion was better than Gentrys & wondered why Hassan hadn't ordered it. I left another sample of lot 145 which Schoenfeldt will compare with the Gentry product. Lot 155 will not be necessary as the onion goes thru some kind of leveling machine

which would break it down. Gentry also offered a larger onion but this was turned down. Schoenfeldt will also compare our powders with Gentry . . . he will make flavor comparisons & also take a mold count.

Marty Kraham of Gentry called recently and asked when he should ship 2,000# of powdered onion & 540# of powdered garlic that he claimed Sam Hassan ordered verbally before leaving the company. Read has no record of this & can't understand it as all powders have been purchased from Basic. Looks like Kraham is pulling a slick one.

Kraham has also introduced garlic puree here . . . the product was brought up briefly then dropped. I will send Schoenfeldt one of our lab bulletins on Puree.

With the above information gone over Read began to talk price.

2854 He wondered if we could ship a car—10,000# of material to Streator and warehouse the material with Read. On my visits to Streator I could check the stocks & report how much material was used & we could then bill Read for this amount. He would want us to bill him at the Chicago delivered prices and allow him the costs of shipping between Streator & Chicago & also our warehouse costs in Chicago.

Read said he thought Kraham of Gentry would do this. . . .

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11/17 When in St. Louis with Bob Sparling we called Ed Schoenfeldt. We found that Read was on the Santa Fe line —I believe—anyway one in which the cheaper freight rates would apply. Bob talked mold count & bacteria with Ed & offered low count material samples of which we will supply Read next week.

This week I will call on Read—bring the low bacteria samples & offer to ship Read at the new carload rate from Calif. I will say that we think this a better, more economical way than the one Read suggested.

2855 RESPONDENT'S EXHIBIT 78

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 626 Date: Nov. 29, 1954
Salesman: AW
Firm Name: J. L. Read Foods, Inc.
Persons Contacted: Harold Marquardt, Ed Schoenfeldt and Walter Ingold

Jack Read was out of town when I made this call. I gave the low bacteria samples from California to Ed Schoenfeldt and went over the attached memo sent by R. Sparling which gave mold & bacteria counts etc. I told Ed we could supply the same material being supplied Kraft.

Ed said that he believes Jack Read likes us & will continue to buy from us as long as our samples are up to standard. As yet he has still not run tests of samples.

Ed has tried the Gentry Puree in dressing & found that in the first tests it was very good. He doesn't believe they will use it as it is not clear in the salad dressing oil . . . this has been J. Read's objection to ground garlic also though Schoenfeldt prefers ground to powder. He tried 5# of the Gentry puree.

Harold Marquardt is now the PA here—Walter Ingold being reduced to his assistant. Marquardt has been with Bothe of Bloomington. I went over the price set up with him & explained to him how we thought a 10,000# shipment from California would give him a better price on onion & garlic than the way suggested by Jack Read on my last visit.

Marquardt said he didn't know how they would be able to handle a 10,000# shipment anyway & personally thought it best to go on as we have. He placed an order for 720# lot 600 and 300# of lot 200.

I gave Ed a copy of our literature on garlic puree.

A Wachholz

2856 RESPONDENT'S EXHIBIT 79

BASIC VEGETABLE PRODUCTS, INC.

Inter-Office Correspondence

Mr. David Wheatley
J. L. Read Foods, Inc.
118 Iowa Avenue
Streator, Illinois

November 30, 1958

Dear Mr. Wheatley,

It was a real pleasure to meet and visit with you last week. I have looked over some of the things we discussed and am hoping they will bring you up to date.

In 1953 you folks first gave us the opportunity to serve you when you had some technical problems with your salad dressings. On this occasion our laboratory was helpful and as a result our business with you has grown steadily. Listed below is the poundage of onion and garlic you have purchased since this time:

| | |
|---|---|
| 1953— 7,332 lbs. | 1956—48,635 lbs. |
| 1954—20,220 lbs. | 1957—51,075 lbs. |
| 1955—24,000 lbs. | 1958—34,870 lbs. to date |

We have a contract with you currently for a total of 45,870 lbs. This contract expires June 30, 1958. Any unused amount on this date is automatically cancelled.

The contract protects you against a price increase for a period of 3 months. Prices are subject to review Jan. 1, 1959 and April 1, 1959. If prices do change you will be notified beforehand.

41,540 lbs. remain on this contract which was written July 15, 1958 since 7,330 lbs. have been withdrawn to date.

Our business with you has experienced its only decline

this year and I most certainly hope we have not been to blame due to poor service, inattention or other unexpressed objections.

Please feel free to call on me Mr. Wheatley if you have any questions. I am personally very concerned about the J. L. Read Company and want to do all I can to be of service.

Sincerely,

Arthur A. Wachholz

AW/aw

2857 RESPONDENT'S EXHIBIT 80

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 341/53 Date: October 8, 1953
Salesman: LTD
Firm Name: Recipe Foods
Person Contacted: Pat Rosen

Visited with Pat Rosen who gave authority for Terre Haute Plant to buy through Chicago and will discuss our requirements with Horace Green their Chief Chemist.

JWH—Please contact Pat Rosen or Horace Green by Wednesday, October 14th, for their estimated requirements to December 31, 1953 at present prices and open prices thereafter, to be drawn against as needed.

Special Lot #131 was given to the sample, but I believe we can ship Lot 130 in a pinch.

They plan to split the business between Gentry and ourselves this year.

2858 RESPONDENT'S EXHIBIT 81

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 188/51 Date: April 17, 1951
Salesman: LTD
Firm Name: Recipe Foods, Inc.
Person Contacted: Mr. I. S. (Pat) Rosen

This is their main office, but their packing plant is at Terre Haute, Ind. This is a Jewish gentleman that is very keen and advised they purchased 30,000 pounds of Gentry Onion Flakes for Chili Sauce, which last season were delivered in 10,000 pound stopover car lots.

Mr. Rosen is going to California in about a month from now and he advised he will visit the Basic Plant at Vacaville and plans to contact San Francisco Office first.

He knows Consolidated Grocers have bought Gentry, Inc. and states that they sell a good many Consolidated Grocers outlets their end product and that he knows Mr. Nathan Cummings who also originated from Baltimore. However, he states that he has an open mind and is willing to make tests in accordance with our laboratory instructions for procedure and would like to have the following sent promptly, quart tin of each.

Lot 135, Lot 130, Lot 125, Lot 105, Lot 805

Also wants laboratory information for making tests and also procedure for use in French Dressing and Chili Sauce.

Would also like a letter quoting prices up to 30,000 pound carload units.

If his laboratory confirms the fact that our quality is better than Gentry's, at the same price, he plans to give us the business.

2859 RESPONDENT'S EXHIBIT 82

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 424 Date: 11/10/58
Salesman: DMR
Firm Name: P. J. Ritter Co.
Person Contacted: Joe Russo

Informed Mr. Russo that due to green tomato crop shortage, we would accept bill from them for all full cases of material left over; upon receipt of this bill we will issue credit memo and send the Ritter Co. a check. We would then re-bill Ritter for this material at end of June.

Mr. Russo was very appreciative of our cooperation and said he has strong hopes of securing green tomatoes from Florida within the next two weeks, and if he is successful, materials on order will be used and above procedure will not be necessary.

As information, Mr. Russo has already returned to Gentry material he did not use. Since we originally supplied Ritter with approximately 75% of their materials, if Russo succeeds in securing green tomatoes from Florida we will have supplied them about 85% of their onion and garlic requirements for year's pack.

2860 RESPONDENT'S EXHIBIT 83A

Mr. Glenn E. Knaub May 20, 1957
The P. J. Ritter Company
Bridgeton, New Jersey

Dear Mr. Knaub:

We are returning two copies of your contract covering your total requirements of Dried Onion and Garlic from June 20, 1957 to June 30, 1958.

When you need material, please contact our office located at—

240 West Front Street
Plainfield, New Jersey
Phone: PLainfield 4-9342

They will arrange to fill your orders promptly.

We appreciate you placing your business with us.

Sincerely yours,

Basic Vegetable Products, Inc.
R. J. Sparling

a
enc.
bcc: L. T. Dawe
Plainfield Office

2861 RESPONDENT'S EXHIBIT 83B

BASIC VEGETABLE PRODUCTS, INC.

May 14th, 1957

Basic Vegetable Products, Inc. Contracts to Sell and Deliver and

The P. J. Ritter Company, Bridgeton, New Jersey Contracts to Purchase: Total Requirements Dried Onion & Garlic, June 20, 1957 to July 1, 1958.

| | F.O.B. Vacaville 10,000# Pool Car Shipment | F.O.B. Eastern Whse. | F.O.B. Destination |
|---|---|---|---|
| Up to 35,000 lbs. Basic Granulated Onion | $.54 per lb. | $.58 per lb. | $.60 per lb. |
| Up to 45,000 lbs. Basic "Fresh Flavor" Chopped Onion SPECIAL | .54 per lb. | .58 per lb. | .60 per lb. |
| Up to 15,000 lbs. Basic "Fresh Flavor" Powdered Onion | .48 per lb. | .52 per lb. | .54 per lb. |
| Up to 3,500 lbs. Basic Granulated Garlic | .76 per lb. | .80 per lb. | .82 per lb. |

Above prices (except F.O.B. Vacaville) apply to shipments of one or more items totalling 500 lbs. or more. For shipments of 100 to 499 lbs., add 10¢ per lb. to above prices. For shipments less than 100 lbs., add 20¢ per lb. to above prices.

Terms of Contract: Subject to price revision on October 1, 1957, January 1, 1958 and April 1, 1958. Prices protected against decline for each quarter. Unused balance to be cancelled at end of contract period.

F.O.B. Point: Vacaville, California, Eastern Warehouses and/or Destination

Terms of Payment: 1/10/30

2862 RESPONDENT'S EXHIBIT 84

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 297 Date: 7/28/58
Salesman: DMR
Firm Name: P. J. Ritter Co.
Person Contacted: Joe Russo

Mr. Russo informed me he will place order with us this week; he further stated that we will receive the "lion's share" of Ritter business this year. Joe Russo stated that a decision has been made in favor of dried onion over raw for relish production, and this will result in considerable tonnage for our account.

NOTE: Mr. Russo placed order for 7,000# Lot 810 and 3,000# Lot 125 for not later than 8/4 and 15,000# Lot 125 for 8/15 shipment.

2863 RESPONDENT'S EXHIBIT 85

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 257 Date: 8/20-8/21-57
Salesman: RJS
Firm Name: P. J. Ritter and Company
Persons Contacted: Glenn Knaub and Howard Lacey

Contact made with D. T. Dawe.

We made 2 visits here as the chemicals for "Bertha" had deteriorated; we returned with fresh chemicals the next day and ran Bertha. The results—

| | |
|---|---|
| Raw onion | 33 M.E. |
| Basic | 46 M.E. |

Although results were in our favor, Lacey intends to run taste tests to see if he gets comparable results.

There is a belief by the sales department that raw onions

should be used in their relish. The sales department has requested raw onions for years and they intend to try raw onions this year. Knaub says he can buy them for $1.10 per 50# bag, feels he can prepare onions at a low cost and they can decide once and for all if raw onions are better.

The 22,500# Lot 125 now en route may not be used. It will be up to Lyle to follow closely and try to get Ritter to use our onions, or we will be loaded with lot 125 in East and have few customers who use this product.

I think "Bertha" helped us out. I am sure they will try raw onions and we may have plenty of trouble. This firm splits their business. Gentry has supplied them with granulated onion. I told Lyle next year to go after the 110. Next year that is the item we want. They only bought about 10,000# Lot 110 from us this year.

2864 RESPONDENT'S EXHIBIT 86

BASIC VEGETABLE PRODUCTS, INC

Inter-Office Correspondence
Plainfield, New Jersey

Memo to: R. J. Sparling June 12, 1958

Herewith copy of letter received from P. J. Ritter Company, Bridgeton, N. J.

Mr. Donald M. Romney June 11, 1958
Basic Vegetable Products, Inc.
240 West Front Street
Plainfield, New Jersey

Dear Mr. Romney:

Please send us your contract form to cover the following onion and garlic products through July 1, 1959:

Up to 25,000 pounds of Basic Granulated Onion
Up to 30,000 pounds of Basic Fresh Flavor Chopped Onion Special
Up to 7,500 pounds of Basic Fresh Flavor Powdered Onion
Up to 2,000 pounds of Basic Granulated Garlic

We would like to point out that we are still undecided as to whether or not we will again use fresh onions for our Relish this year. We should know in the near future, however. If we should again use fresh, naturally the above quantity of chopped onion will be stricken from our contract.

Please arrange to ship for July 15th arrival, 8,800 pounds of granulated onion and 1,200 pounds of granulated garlic. These products are to be packed as usual—the onion in fibergums and the garlic in 25 pound tins. This quantity, naturally, will come in a pool car so that we may receive benefit of the carload price.

Please keep in mind that the rail delivery for Ritter is the Pennsylvania-Reading Seashore Line.

Please acknowledge this letter and its contents.

Very truly yours,

P. J. Ritter Company
Joseph F. Russo
Purchasing Agent
/s/ J. W. Hetherington
J. W. Hetherington

cc: L.T.Dawe

2865 RESPONDENT'S EXHIBIT 87

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 47/55 Date: January 28, 1955
Salesman: LTD
Firm Name: P. J. Ritter Company
Person Contacted: Glenn Knaub

Had very nice visit with Glenn Knaub who stated they expected to give us somewhere around 65,000 to 70,000 lb Requirements Contract for new crop production, but that actually Tomato Contracts with growers would be placed somewhere between the 15th of March and the 1st of April. Also spoke about Gentry's offer of warehouse material in Bridgeton, N. J. so that they can draw as needed. He stated that they would keep us posted on any special offers so that Basic could meet the situation. Expected to give us 75% to 80% of the business and Gentry possibly 20% to 25% of the business. Estimated requirements are something around 80,000 to 85,000 lbs. of material.

2866 RESPONDENT'S EXHIBIT 88

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 177/53 Date: April 15, 1953
Salesman: NFL
Firm Name: John Sexton & Co.
Persons Contacted: Raymond C. Bartelman and
David H. Hutsebaut

1. Sexton formerly sold Gentry onions, but now this association has been severed because of the tie up of Gentry with some big food outfit.

2. Bartelman and Hutsebaut would like to see Sexton tie up with Basic, and they promised cooperation if I can swing it. They said THE TIME IS NOW. See Tom Sexton in Chicago for general approval. This would mean 25 high type salesmen from a good house promoting our product exclusively at the right price.

3. I told them I didn't know how our relationship was now, but I would go after it, and see them if anything gratifying turned up.

4. This would be a terrific association—as it looks now—with two men and 25 top flight salesmen from a good house promoting us.

5. There was no onion offering in their booth. Only "instant potatoes". I don't think they were enthusiastic about the potato sales, but they certainly reflected optimism for onion volume.
There was no literature on either potatoes or onions.

2867 RESPONDENT'S EXHIBIT 89

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 442 Date: 5/20/52
Salesman: RS
Firm Name: Teasdale Packing Co.
Persons Contacted: L. Teasdale and N. Barry

Barry is happy with Basic products. I asked him to call S. F. collect so we won't have the delay in his future shipments. He also said he would try to order sooner. Regent Can Food and United Grocers of Calif. has encouraged this firm to put up canned onions. For personal reasons they said they'd rather buy canning onions from Basic than from Gentry. I referred them to Al Porter.

2868 RESPONDENT'S EXHIBIT 90

BASIC VEGETABLE PRODUCTS, INC.

Inter-Office Correspondence

Plainfield

Memo To: R. J. Sparling April 3, 1953
[Re:] Venice Maid Company, Vineland, New Jersey.

Visited with Mr. Larry Haas, Production Manager, Mr Tony Pepper, Jr., Purchasing, Mr. John Pepper, General Sales Manager, and Mr. Anthony Pepper, Sr., President.

Had a long discussion relative to them using BASIC materials. They are satisfied with our quality, but claim that our price is too high. They have been using Egyptian Onion Flakes, formerly at 44¢ per pound and now at 48¢ per pound. They claim our current price of 67¢ per pound on Minced Onion is too high. There is currently a difference of 19¢ per pound and they claim that there is not enough difference in quality to justify the difference in price.

They will use this past season, up until new crop, about 15,000 pounds. These people use one-half dried onions and one-half raw onions in their formulas. They had been paying as high as $4.50 per 50 pound sack for raw onions, but this week are currently paying $2.25 per sack for raw onions.

As you know, they purchased all formulas, good will customers, etc. of Columbia Conserve Company, Inc., Indianapolis, Ind. These people plan on expanding their production at the Vineland, New Jersey, Plant where all products will be kept after May 1, 1953. The old plant at Indianapolis is being purchased or leased by John Sexton & Company, Chicago, Illinois, and they plan on manufactur-

ing their food specialties at that plant, as they do a very large business in #10s, and want to have a manufacturing plant such as Francis H. Leggett has at Landisville, New Jersey. Sexton is a very large wholesale distributor as you know.

In my talk with Mr. Anthony Pepper, Sr., President, I advised that we will send a set of the following samples from Vacaville to his attention,

| | |
|---|---|
| Lot 155 | Lot 150 |
| T150 | 130 |
| 120 | 115 |
| 200 | 600 |
| 805 | |

together with data on onions and garlic for the evaluation and use of these dried products. Please write Mr. Anthony Pepper, Sr., President, one of your nice letters advising him that new samples are being forwarded from our plant in Vacaville for their examination.

I shall be going to their plant again to make comparative tests with him and I expect to try to convert this old account back to BASIC, if at all possible, starting with the new crop year after July 1, 1953.

As I understand it, our friends in Indianapolis used all BASIC materials in their formulas and we certainly ought to get this firm back on our books if at all possible, but they emphasized the difference in price between Gentry and Basic prices and the Egyptian price, on my recent visit this week.

Lyle T. Dawe

cc Vacaville

2869 RESPONDENT'S EXHIBIT 91

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 465 Date: 12/16/58
Salesman: DMR
Firm Name: Venice Maid Company
Persons Contacted: A. Pepper, Jr., and Bill Miller

Ran sample test for this firm, using our Lot 115 in place of raw onion. Prior to running test Pepper informed me that his costs on raw onion prepared, on an annual average, is 7½¢ per pound, and this is the figure we have to beat.

With this in mind I used 9⅔# Lot 115 to replace 75# raw in test batch; test batch turned out satisfactorily, though not quite as thick as raw (though this was not objectionable). Pepper seemed quite surprised that replacement ratio of 8 to 1 was satisfactory. He is holding test case on shelf, which we will cut after first of year (this firm is scheduled to close between Christmas and New Year's); at this time he wants me to prepare comparative cost sheet and reasons why he should change from current mode of manufacture. It is, of course, impossible for us to meet the 7½¢ per lb. cost figure he has given us for raw, however, will point out to him the advantages of uniform flavor, no shrinkage in storage and no spoilage in dried onion, plus ease of use.

Bill Miller and Pepper have promised to use our Lot 200 in beef stew the next time it is run, this in place of Gentry chopped. There is a 90 minute cook on this item. Miller informed me that beef stew is not a major item with this firm. Would appreciate any suggestions I may make to switch this firm in view of above facts.

2870 RESPONDENT'S EXHIBIT 92

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 328/53 Date: September 30, 1953
Salesman: LTD
Firm Name: Venice Maid Company, Inc.
Person Contacted: Tony Pepper, Jr.

These people are currently using raw onions because of the very low cost. Expect to start using dried onions again sometime in November.

2871 RESPONDENT'S EXHIBIT 93

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 152/54 Date: March 18, 1954
Salesman: LTD
Firm Name: Venice Maid Company, Inc.
Person Contacted: Tony Pepper, Jr.

These people purchased 1,000 lbs. of Egyptian Kibbled onions at 43¢ per lb. and 250 lbs. of Gentry's Onion Powder at 52¢ per lb. through a jobber. He claims that he can buy Gentry's material for less money through a jobber. Told him we would sell at jobber's cost price, at list less 10%, and he promised to place some business with us in the future although they are using principally raw onions. Purchased carload from Philadelphia jobber at $1.25 per bag delivered Vineland. These were large 3" onions.

2872 RESPONDENT'S EXHIBIT 94

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 346/54 Date: July 27, 1954
Salesman: JFB
Firm Name: Venice Maid Company, Inc.
Person Contacted: Tony Pepper, Jr.

These people have some cheap Egyptian Onion that they paid 41¢ a lb. for (Kibbled Onion). Will see their Production Manager, who was away on this call, on my next trip.

2873 RESPONDENT'S EXHIBIT 95

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 422/54 Date: September 13, 1954
Salesman: LTD
Firm Name: Venice Maid Company, Inc.
Person Contacted: Tony Pepper, Jr.

Have been using some local raw onions, at low price, from local growers.

Will see them on next trip.

2874 **RESPONDENT'S EXHIBIT 96**

**BASIC VEGETABLE PRODUCTS, INC.**

**Report No.: 58/55** **Date: February 4, 1955**
**Salesman: LTD**
**Firm Name: Venice Maid Company, Inc.**
**Person Contacted: Tony Pepper, Jr.**

**Please send to the attention of Tony Pepper, Jr. one quart tin new samples of each of the following:**

**Lot 125**
**120**
**810**
**600**

**These people have bought some Egyptian because of the low price and now have reverted back to the raw onion and raw garlic because of poor quality. They are going to test Basic material and we may be able to get their business again.**

2875 RESPONDENT'S EXHIBIT 97

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 365 Date: Dec. 20, 1958
Salesman: AW
Firm Name: Consolidated Report

| | |
|---|---|
| 1. Dina Food Products Co—<br>1501 South Jefferson<br>Chicago, Ill. | Picked up Christmas gift Herb Novitt didn't want. Are moving late in January 1959 to Reese Finer Food Office at 1716 West Wrightwood. Novitt will be in charge of all operations supposedly. |
| 2. H. J. Mayer & Co—<br>6819 So. Ashland Ave.<br>Chicago, Ill. | Mr. Hohhuf has not been able to take our proposition up with Mr. Mayer as yet—(meeting Pucc competition). Is hopeful that we may get business however as we are his personal choice. Said they have hopes of selling large dog food accounts. Asked me to send quotation on lot 415 packed in 250# drums FOB Vacaville which I am doing. Also wants 2 oz sample which I will drop off. |

| | |
|---|---|
| 3. Wass Foods Corp.—<br>1042 West Randolph<br>Chicago, Ill. | Talked with Leo Slater instead of Max Dinisman but results were same. Satisfied with Gentry product, price, & service and have 2nd source they can get material from if in a jam. |
| 4. Aromix Corp.—<br>1411 West Hubbard<br>Chicago, Ill. | Savodsky sends [illegible word] for gift. [Illegible word] of their business drop off. Said had sold material to dog food accounts which have turned to use of oils. Has made own oil in these cases.<br>AW |

2876 RESPONDENT'S EXHIBIT 98

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 553 Date: October 7, 1953
Salesman. JB
Firm Name: Wass Food Products
Person Contacted: Mr. Max Slater

Mr. Slater was very provoked because we asked him to pay part of his past due account, said he was sending us a check at once for his entire bill and in the future would buy from Gentry. We have been having trouble collecting from this account for the past year and I imagine he will also have trouble with Gentry.

J. Benzies

2877 RESPONDENT'S EXHIBIT 99

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 360 Date: Aug. 5, 1954
Salesman: AW
Firm Name: Wass Food
Person Contacted: Max Slater

Told Max of our 46¢ delivered onion powder. Said that Gentry has been doing this right along.

Max told me the story of his credit entanglement with the company & why he is bitter toward us. He said it hurt him not to give us business because he liked Bill White so much.

Max was very friendly but his attitude toward Basic didn't seem to mellow.

A. Wachholz

2878 RESPONDENT'S EXHIBIT 100

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 192 Date: 4/27/54
Salesman: Roy S
Firm Name: F M Wilson Co Inc
Person Contacted: Bill Lester

This firms business (about 5,000 lb) will go to Gentry this coming year. Lester gave the following reasons.

Gentry met our metal drum price on chopped onion with onion in fibre drums. This results in slight saving to Wilson and they don't have the extra fgt on heavy drums and cost of returning the empties. Also they do not have money tied up in drum deposit.

Lester's boss said that if other things were equal Wilson onion and garlic business should go to Gentry because Consolidated Food Corp was Wilson's good customer.

Bill Lester assured me that if we had been a little lower than Gentry in price we would have been successful. Or if the Gentry material is not satisfactory it will be rejected.

We hope that Gentry—onion gives trouble in the [illegible word] used in Stew Tomato.

2879 RESPONDENT'S EXHIBIT 101

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 923 Date: 5/15/56
Salesman: RGC
Firm Name: Woolson Spice Co.
Person Contacted: W. L. MacMillan

Basic/ Buying will all probably be done here in Toledo for both Forbes and the above company. Nothing is definitely settled and won't be for some time. Mac claimed any bulk buyer requesting or previously buying Basic material will still get Basic without any effort on his part to try and change them. Jim Benzies & I both feel under present conditions made with Gentry we will lose the most of Mac's business but not all of it & possibly less than we expect. This depends greatly on what happens at Forbes.

2880 RESPONDENT'S EXHIBIT 102

San Francisco
California

Memo to: Frank Robirds April 16, 1956

We sent to Bob Stephenson's attention, 2 small jars containing Dried Onion. One jar which I believe is marked 1¼ ounces is packed with BASIC Minced Onion and the other jar, which is marked 1 ounce, contains Gentry Minced Onion.

The Woolson Spice Company prefers the Gentry item as they can get less material in a jar. We recommended to them our Lot 125, which is not too much larger than our Minced Onion, and very likely you couldn't get an ounce of that product in the jars.

We would appreciate having a laboratory report for these two samples and an explanation as to why the Gentry product is less dense than the BASIC product.

We would also appreciate any recommendations you might have.

We sent the samples to Bob Stephenson and undoubtedly he will wish to work with you on this problem.

R. J. Sparling

RJS:ak
cc: R. M. Stephenson

2881 RESPONDENT'S EXHIBIT 103

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 753 Date: 11/29/58
Salesman: AW
Firm Name: Consolidated Report

| | |
|---|---|
| 7. Wyler & Company<br>1050 W. Fullerton Ave.<br>Chicago, Ill | Have been very anxious about hearing from us concerning the completion of their recent order. We owe, 5000# of I810 and they will need this Monday Dec. 1.<br>Ordered 500# lot T155 but only 360# available. Told them we would have completion of order in Chicago shortly. Have question on latest invoice which I am attempting to get information on. Were billed for total of 128 cases of varied merchandise but received 138 cases. |
| 8. Silver Skillet Brands, Inc.<br>7432 N. St. Louis Av.<br>Skokie, Ill. | Had lunch with Willard Eliel who said to give regards to Jack & Bill Hume. Expect to expand business next year and hope to buy over 60,000# of onion & garlic from us. I suggested stop over shipments. This seemed wise to Mr. Eliel. He wished me to come in after |

Jan. 1 and believes he will have us ship to him in this way.

Mr. Eliel said they are presently negotiating for the purchase of a food concern which buys exclusively from Gentry. If purchase goes thru we will profit as we will get this onion & garlic bus. I am hoping this is Wass as there have been rumors about the sale of Wass.

A. Wachholz

2882 RESPONDENT'S EXHIBIT 104

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 19 Date: 1/26/56
Salesman: AW
Firm Name: Wyler & Co.
Person Contacted: Jack Liss

Marty Kraham & Joe Farrell were here when I called. Heard them mention to Liss that "on the deal we were talking about, I will talk with Marty on the way to the airport and if there is any possible way that we can come out with our heads above the water, we'll go along."—This was Farrell talking.

I asked Liss to let us make him a deal but Jack denied anything extraordinary being in the wind.

Liss said that he thought it unusual that we hadn't been getting any business so he investigated. One of the people in the plant told him about the "Moxie" incident. Jack said he was unsure whether Mr. Wyler still harbored any resent-

ment but said that he thought it was a good sign when Wyler okayed having Basic bid on the recent carload shipment of merchandise.

I showed Liss the Ehler Minced onion package and told them of Ehler's success. Liss said he would bring up the product with Wyler.

A Wachholz

2883 RESPONDENT'S EXHIBIT 105

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 547 Date 10/5/53
Salesman: JB
Firm Name: Wyler & Company
Persons Contacted: Mr. R. Cooper, Mr. S. S. Wyler, Mr. G. Schild and Mr. S. Jacobson.

Wyler's story is that they do not think prices are going to go up and there is no reason for them to contract at this time, also that they are not going to take car loads into their warehouse but will order from local stocks as they need material. Gentry's salesman has convinced Wyler that it was BASIC'S doing that the 5% discount to repackagers like Wyler was discontinued. Mr. Wyler has never felt too kindly toward Basic and this is a good excuse to not contract at this time. I will continue to follow and do everything possible to get some of this business.

J. Benzies

2884 RESPONDENT'S EXHIBIT 106

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 196 Date: 5/28/54
Salesman: RJS
Firm Name: Wyler & Company
Person Contacted: Mr. G. Schild

Contact made with J. Benzies.

Mr. Wyler is in Europe for four months; Cooper is on vacation. Talked quality of our Garlic to Schild. Told about new equipment which will eliminate spots in Garlic. Stressed better appearance and need of two sources of supply.

Schild gave us the old story that Gentry's Garlic had better aroma, ours did not give off garlic flavor. Said they mixed our Garlic with Gentry's when they bought from us last winter.

Benzies will contact Cooper after he returns from vacation and will stress the importance of having two sources of supply.

2885 RESPONDENT'S EXHIBIT 107

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 50 Date: 3/15/57
Salesman: RJS
Firm Name: Wyler & Co.
Persons Contacted: Jack Liss and Seymour Jacobson

Contact made with Wachholz

Ran "Bertha"; Wyler weighed samples which for Gentry came from their plant. Gentry onion showed as well as ours if not better. All we could comment was this particular lot of Gentry was as good as Basic.

Gentry now making a special minced onion for this firm, to give them a better jar fill. We will have to buy sample of this. Says minced onion sales better.

Soup packs just about over for summer. Has plenty of all material for a few more weeks.

2886 RESPONDENT'S EXHIBIT 108

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 288 Date 9/23/57
Salesman: AW
Firm Name: Wyler & Co.
Persons Contacted: Jack Liss and Otto Froelich

Asked Jack why we couldn't get some of the car load business and he said it was the same situation—our lots 110 & 810 were not up to Gentry's, that is it wouldn't give as good a fill. Jack said that these items made up the large volume and that other items were then shipped along with these to make poundage.

I went over in detail once again how we could give them the same product density wise that Gentry was supplying them with.

The Gentry products are not even giving a proper fill as we found out. Jack said it would take a density of 198 to do the job and is wondering if we couldn't supply such a product. I told him I would find out and explained that if this was possible without changing the product entirely, it would be a special product with a special price.

Could we supply lots 110 & 810 with a density of 198? If so what would be the cost.

Wyler as it now stands does not seem inclined to change their jars and with their present products to get proper fill they must change the jars or the labels.

A. Wachholz

2887 RESPONDENT'S EXHIBIT 109

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 163 Date: 7/26/58
Salesman: AW
Firm Name: Consolidated Report
Person Contacted:

7. Wyler & Co.—
1050 W. Fullerton
Chicago, Ill.

Had success in using our lot I810. The I110 was used and in this case gave too good a fill. In using I110 a ⅜ oz. bottle is used and in it is required 10½ grams. Our I110, with a B.I. of 170 supposedly, only allowed 10.2 grams of material in the jar.

I am sending samples of this material to attention of T. Sane. Wyler also complained that this particular lot didn't flow as freely as Gentry's. They thought that the moisture level might be a bit high. I am asking T. Sane's opinion of this. Because of the poor flowing qualities Wyler wished us to take this material back. I suggested they mix the material with Gentry's (which took 12 Grams) to fill the jar. They thought this a good idea but will first run a moisture test on the material. They would like to know why this material isn't as free flowing as Gentry's and what B.I. would be required to fill this jar. In past tests a B.I. of 170 would not fill the jar.

Have talked further on the I120 and believe I finally have them convinced that such a grind will not fill their jar—1½ oz. is required. Gave them sample of lot 125 & they will consider once more. Requested 1# sample of this which will give 1½ oz. fill.

A. Wachholz

2888 RESPONDENT'S EXHIBIT 110

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 174 Date: 8/9/58
Salesman: AW
Firm Name: Wyler & Co.
Persons Contacted: Seymour Jacobson and Al Johnson

Went over recent report on lot I110 which was tested by Wyler and found to be not as free flowing as Gentry material and also to overfill their jars.

Jacobson said the underfilling is not a problem as there is a variance in the jars themselves which may contribute to a difference of ½ gram either way. When they tested the jar—they filled it to the top loosely and then agitated and weighed. The weight was 10.2 grams. Our measurement came out 11.6 grams.

I explained that the material was not as free flowing because we had more small light pieces of onion. This caused, I explained, the higher bulk index and the flowing qualities. I told them we could make a product between 165 & 170 which would be more free flowing.

Am very close to a 15,000# order here I hope so we have been trying to tie up the loose ends. Will be taking in a stopover shipment for delivery Sept, 1. This will consist of from 8-10,000 lbs. of I810 and 2-3,000# I110. The remainder will be made up of the other items usually purchased.

A. Wachholz

2889 RESPONDENT'S EXHIBIT 111

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 45 Date: 2/23/57
Salesman: AW
Firm Name: Consolidated Report
Person Contacted:

15. Wyler & Co.
1050 W. Fullerton
Chicago, Illinois

Liss said that they ordered a car of onion & garlic from Gentry at the end of the year and that they just heard that the car left Gilroy Feb. 11. It is to make 2 stops before arriving at Wylers. They have a little of every item on the car and as a result of this have been able to draw merchandise from Gentry's Chgo. warehouse at last year's price — Gentry taking the blame in that the car was not delivered sooner.

I told them that we made up 7,500# of lot T130 for him and that we had close to 6,000# left. He said that he would order some from us only if he could get last year's

prices — he couldn't see paying a premium. He would only buy until such time as the car which is arriving is delivered.

Liss said he is getting more to say about the buying and that Mr. Wyler has been leaving him alone almost entirely. His only concern on the onion & garlic now seems to be when the lab. or plant makes a complaint. I told Liss that I could see absolutely no difference in the density of our lot 810 & Gentry's. Liss said that if this is so we will be getting our share of business once we are again on a competitive basis. He will be ordering lots 200, & T130 for sure as these items have been approved.

Art Wachholz

2890 RESPONDENT'S EXHIBIT 112

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 220 Date: 11/6/58
Salesman: RJS
Firm Name: Wyler & Company
Persons Contacted: Seymour Jacobson, Otto Froelich and Alvin S. Johnson

Contacts made with Wachholz & Benzies—2 Visits made. Relationship very good here. Had lunch with Froelich & Jacobson—Spent an evening with Johnson. If we can con-

tinue supplying them with Garlic 138- to 145 Bulk Index we can finally have some of this business which is one of the largest accounts in Midwest. They of course are buying from Gentry and our competitor is probably getting more business than we are. In last 6 weeks we have shipped about 45,000 lbs.

We can't retain this business unless we ship correct Bulk Index. I told them we were doing all we can do to solve this problem and hoped to have this beaten very soon. Did not get to see Mr. Wyler. Will try again on the way back.

2891 RESPONDENT'S EXHIBIT 113

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 270 Date: 11/26/58
Salesman: RJS
Firm Name: Wyler & Company
Persons Contacted: Mr. S. S. Wyler and Mr. A. Johnson

Contact made with J. Benzies.

Does not think too favorably of the Durkee Pack of Minced Onion, does not plan foil—will start packing Minced Onion in large Jars 3 oz. equal to a dozen Onions. Sales of Minced Onion good. Intends to raise price on Present Pack and Increase Label weight to 1¾ oz. which is what Wyler is putting in the Jar because of fill problem.

Ask [Sic] Johnson if he were buying material from Basic—Johnson said yes. We are still only getting a small portion here and business will grow if we can supply proper Product. Like all retail packers bulk is a real problem and Wyler is very much aware of this.

We now have our foot in the door and should do all we can to stay there. This is the largest account in Midwest—Probably a 500,000 Lbs. Account.

2892 RESPONDENT'S EXHIBIT 114

BASIC VEGETABLE PRODUCTS, INC.

San Francisco, California

March 4, 1955

Memo To: All Salesmen

One of our salesmen contacted a firm on January 16, 1953 and reported at that time:

"Have been using Gentry's Onions.
Likes our samples."

Between January 16, 1953 and May 1953 the salesman made five calls on this firm when he received his first order which amounted to 370 pounds.

The first year this company bought from us, 1953, they purchased a total of 6,652 pounds and in 1954 they bought 20,500 pounds. Prior to this time they were purchasing from Gentry and since 1953 they have been buying some material from Gentry also.

Actually our representative made the first sale of Onion Powder and Garlic Powder based upon quality of our product when compared to Gentry material with particular emphasis on bacteria counts.

In the two years we have been calling on this account the salesman has visited them 27 times and has had many problems. The buyer makes products for Consolidated Grocers and they felt they just couldn't buy too much material from Basic because of the pressure being put by Consolidated Grocers. They continued buying their Onion Flakes from Gentry and bought powdered items from us.

Just recently the Basic salesman took his first order for 1,000 pounds of Lot 145 from this firm. Through these numerous calls our salesman has made many friends and

this friendship is finally paying off with more business. Gentry has not been successful along these lines and the customer somewhat resents the pressure Gentry is putting on them because of the relationship with Consolidated Grocers.

Although the Basic salesman does not expect to obtain all of this business he does expect to continue getting more and more away from Gentry, particularly Onion Flakes. I think it is quite a fine account when you consider only getting part of the business we obtained 20,000 pounds in one year. Our salesman has worked very diligently and has done an excellent job with this customer.

RJS:ak R. J. Sparling

cc: J. Benzies Chicago Office Plainfield office
J. F. Butler R. G. Gallo J. Benzies
A. Wachholz Roy Shaw

2893 RESPONDENT'S EXHIBIT 115

BASIC VEGETABLE PRODUCTS, INC.

Inter-Office Correspondence

(File Gentry)
Memo To: Mr. R. J. Sparling Chicago, May 11, 1956
From: Jim Benzies

Referring to your memo of May 8, concerning Consolidated's activity in the Midwest. You may rest assured we will do everything possible to counteract their activities; we are informing our accounts of Consolidated's hookup

with Woolson Spice; we will also inform all the dog food manufacturers of Consolidated's taking over of Rival Dog Foods.

I will see MacMillan at Woolson Spice next week and if they are contemplating making any change in the Forbes Tea & Coffee buying setup, we will then handle the accounts in that territory direct.

I plan on having Art Wachholz go to St. Louis as soon as I have talked to MacMillan.

JB

2894 RESPONDENT'S EXHIBIT 116

Mr. Bryce B. Taylor June 15, 1957
Michigan Mushroom Company
Niles, Michigan

Dear Mr. Taylor:

We are returning duplicate copies of your contract for total requirements of Dried Onion and Garlic for the period June 20, 1957 to July 1, 1958.

When you need material will you please contact our Chicago office located at #1500 South Western Avenue. They will arrange for prompt shipment from the nearest warehouse.

Thanks so much for your business.

Very truly yours,

Basic Vegetable Products, Inc.
R. J. Sparling

RJS:ak
cc: J. Benzies
Chicago office

2895 RESPONDENT'S EXHIBIT 117A

Mr. Hugh Caldwell,
Oscar Mayer & Company
Madison, Wisconsin

June 5, 1958

Dear Mr. Caldwell:

We are returning a copy of your contract covering your total requirements of Dried Onion and Garlic up to June 30, 1959.

When you need material, please contact our office located at 1500 South Western Avenue, Chicago, Illinois, telephone Monroe 6-5522. They will arrange to fill your orders promptly.

We sincerely appreciate your placing your business with us.

Cordially yours,

BASIC VEGETABLE PRODUCTS, INC.
R. J. Sparling

RJS:mb
att.

2896 RESPONDENT'S EXHIBIT 117B

BASIC VEGETABLE PRODUCTS, INC.

May 28, 1958

Basic Vegetable Products, Inc. Contracts to Sell and Deliver and
Oscar Mayer & Co., Madison, Wis., Chicago, Ill., and Los Angeles, California
Contracts To Purchase: Dried Onion and Garlic to be withdrawn between July 1, 1958 and June 30, 1959

Up to 75,000 Pounds of Dried Onion and 7,500 Pounds of Dried Garlic:

| | | |
|---|---|---|
| Basic "Fresh Flavor" Minced Onion | FOB Vacaville | $0.55 |
| | FOB Los Angeles | .565 |
| | FOB Eastern Warehouses | .59 |
| | FOB Destination | .61 |
| Basic Granulated Onion | FOB Vacaville | $0.55 |
| | FOB Los Angeles | .565 |
| | FOB Eastern Warehouses | .59 |
| | FOB Destination | .61 |
| Basic "Fresh Flavor" Powdered Garlic | FOB Vacaville | $0.72 |
| | FOB Los Angeles | .735 |
| | FOB Eastern Warehouses | .76 |
| | FOB Destination | .78 |

Terms of Contract: Above prices apply to shipments of one or more items totalling 500 pounds. For shipments of 100 to 500 pounds, add 10¢ per pound to above prices. For shipments of less than 100 pounds, add 20¢ per

pound to above prices. Subject to price revision on October 1, 1958, January 1, 1959 and April 1, 1959.
F.O.B. Point: Vacaville, California
Los Angeles, California
Eastern Warehouses and/or Destination
Terms of Payment: 1/10/30

2897 RESPONDENT'S EXHIBIT 118A

Mr. W. L. MacMillan May 26, 1958
The Woolson Spice Company
Summit and Sandusky Streets
Toledo, Ohio

Dear Mr. MacMillan:

We are returning copies of your contract covering your total requirements of Dried Onion and Garlic up to June 30, 1959.

When you need material please contact our office located at 1500 South Western Avenue, Chicago, Illinois, telephone Monroe 6-5522. They will arrange to fill your orders promptly.

We sincerely appreciate you placing your business with us.

Cordially yours,

Basic Vegetable Products, Inc.
R. J. Sparling

2898 RESPONDENT'S EXHIBIT 118B

BASIC VEGETABLE PRODUCTS, INC.

May 9, 1958

Basic Vegetable Products, Inc. Contracts to Sell and Deliver and

The Woolson Spice Company, Summit and Sandusky Streets, Toledo, Ohio

Contracts to Purchase: Requirements of dried onion and garlic from July 1, 1958 to June 30, 1959.

| Up to 15,000 Pounds of Dried Onion and Garlic: | FOB Eastern Whses. | FOB Destination | FOB Vacaville, Calif. |
|---|---|---|---|
| Basic "Fresh Flavor" Powdered Onion | $0.53 p/lb | $0.55 p/lb | $0.49 p/lb |
| Basic "Mello-Toasted" Powdered Onion | .63 | .65 | .59 |
| Basic Granulated Onion | .59 | .61 | .55 |
| Basic "Fresh Flavor" Sliced Onion | .68 | .70 | .64 |
| Basic "Mello-Toasted" Sliced Onion | .78 | .80 | .74 |
| Basic "Fresh Flavor" Chopped Onion | .59 | .61 | .55 |
| Basic "Mello-Toasted" Chopped Onion | .69 | .71 | .65 |
| Basic "Fresh Flavor" Powdered Garlic | .76 | .78 | .72 |
| Basic Granulated Garlic | .81 | .83 | .77 |
| Sunspiced Chopped Onion packed in #10 Tins | .67 | .69 | .62 |
| Sunspiced Sliced Onion packed in #10 Tins | .73 | .75 | .68 |
| 800 Cs. Quaker Brand Sliced Onion in #10 Tins | .73 | .75 | .68 |

Terms of Contract: Prices shown apply to shipments of one or more items totalling 500 pounds. For shipments of 100 to 500 pounds, add 10¢ per pound to above prices. For shipments of less than 100 pounds, add 20¢ per pound to above prices. Prices shown subject to revision on Oct. 1, 1958, and Jan. 1, and Apr. 1, 1959.

F.O.B. Point: Eastern Warehouses, Destination, and/or Vacaville

Terms of Payment: 1/10/30

2899 RESPONDENT'S EXHIBIT 119A

Mrs. D. McMahan
Blue Seal Food Products Company
3400 West 48th Street
Chicago, Illinois

June 11, 1958

Dear Mrs. McMahan:

We are returning a copy of your contract covering your total requirements of Dried Onion and Garlic up to July 1, 1959.

When you need material, please contact our office located at 1500 South Western Avenue, Chicago, Illinois, telephone Monroe 6-5522. They will arrange to fill your orders promptly.

We sincerely appreciate you placing your business with us.

Cordially yours,

Basic Vegetable Products, Inc.
R. J. Sparling

RJS:mb
att.

2900 RESPONDENT'S EXHIBIT 119B

BASIC VEGETABLE PRODUCTS, INC.

June 6, 1958

Basic Vegetable Products, Inc. Contracts to Sell and Deliver and
Blue Seal Food Products Company, Chicago, Illinois
Contracts to Purchase: Requirements of dried onion and garlic from June 6, 1958 to July 1, 1959.

Up to 4,000 Pounds of Dried Onion and Garlic:

| | | |
|---|---|---|
| Snow White Powdered Onion | FOB Warehouse | $0.46 |
| | FOB Destination | .48 |
| Snow White Powdered Garlic | FOB Warehouse | $0.66 |
| | FOB Destination | .68 |

Terms of Contract: Above prices apply on shipments of 500 pounds or more. For shipments of 100 pounds to 500 pounds, add 10¢ per pound to above prices. For shipments of less than 100 pounds, add 20¢ per pound to above prices. Subject to price revision on October 1, 1958, January 1, 1959 and April 1, 1959.
F.O.B. Point: Warehouse and/or Destination
Terms of Payment: 1/10/30

2901 RESPONDENT'S EXHIBIT 120

Mr. Bryce B. Taylor August 13, 1958
Michigan Mushroom Company
Niles, Michigan

Dear Mr. Taylor:

We are returning duplicate copies of your contract covering your requirements of Dried Onion & Garlic up to June 30, 1959.

When you need material, please contact our offices located at—

1500 South Western Avenue
Chicago, Illinois
Phone: Monroe 6-5522

They will arrange to fill your orders promptly.

We sincerely appreciate your placing your business with us.

Cordially yours,

Basic Vegetable Products, Inc.
R. J. Sparling

RJS/mb

2902 RESPONDENT'S EXHIBIT 121A-B

BASIC VEGETABLE PRODUCTS, INC.

Report No: 8 Date: 1/11/58
Salesman: AW
Firm Name: Wyler & Co.

Mr. Wyler was very courteous and very gracious and I feel that progress has been made. He said that he has always felt that Basic onion & garlic was the best made.

Originally when getting established in the retail garlic business Wyler was afraid that people in smelling Basic garlic wouldn't be as impressed as they would with Gentry. He realizes that this is caused by higher moisture but still felt it a factor. Now he says that their product is established and the smell would no longer be a factor.

In the recent past he claims that he was willing to split or give us a better portion of the business but was advised our fill was poor in comparison to Gentry. According to the reports by RMS Gentry packed lot 110 with a 177 density while ADOGA calls for 170 . . . will we meet this product too?

I feel that Mr. Wyler is convinced we can duplicate Gentry's fill—our quality has already been accepted and smell of garlic is no longer a factor. He concluded the interview by asking why we should get the business if we could only duplicate and make no attractive concession. He asked for some concession on the 110 as we cannot fill properly. He is thinking I believe more in terms of a higher bulk density for the product.

2903 He asked me to get more information about such a concession.

I have talked with Marty Kraham about this account and he is anxious for us to get some of the business.

He gave me one of his cards and asked me to tell Mr. Wyler "that Marty thought we should get at least 50%."

Mr. Wyler smiled at this and said that Gentry is getting too much of the business but then went back to some concession on our part.

Marty Kraham said that Wyler buys about 300,000# a year and that at least 130,000# is lot 810.

Art Wachholz

2904 RESPONDENT'S EXHIBIT 122A-B

BASIC VEGETABLE PRODUCTS, INC.

Report No.: 684 Industrial Date: 6/8/50
Salesman: W. F. White
Firm Name: J. J. Gielow & Sons, Inc.
Person Contacted: Marvin Gielow.

Coverage order for 5,000 Lot 845
5,000 Lot 130

Ship 6/9/50
1008 lb. Lot 845
1035 lb. Lot 130
Ship 7/24/50
2000 lb. Lot 130
3000 lb. Lot 845
balance as directed.

On previous calls Mr. Gielow had stated that it has been his practice to buy material for Adel Georgia plant from Gentry and Detroit requirements from Basic. Detroit is the larger operation. We may be able to get some of the Adel business this year. I am happy to report that our efforts to sell powdered onion and garlic to replace the juices they have been buying have not gone astray—Mr. Gielow
2905 brought the subject up himself and stated that they intend that their Dr. R. C. Jennings do some experimental work as soon as the packing rush is thru.

2906 RESPONDENT'S EXHIBIT 123

THOMAS J. LIPTON, INC.

Purchases (in Pounds) of Dehydrated Onion and Garlic from Gentry and Purchases (in Dollars) of Dehydrated Onion and Garlic from Gentry and Basic Vegetable Products (1946-1959)

| | Gentry (Pounds) | | Gentry (Dollars) | Basic (Dollars) |
|---|---|---|---|---|
| Year | Onion | Garlic | Onion and Garlic | Onion and Garlic |
| 1946 | 50 | | No data | No data |
| 1947 | | | No data | No data |
| 1948 | 6,625 | | No data | No data |
| 1949 | 4,700 | | No data | No data |
| 1950 | 53,350 | | No data | No data |
| 1951 | 118,132 | 795 | $ 52,000 | $112,000 |
| 1952 | 154,200 | 3,500 | 75,000 | 559,000 |
| 1953 | 446,250 | 7,000 | 354,000 | 386,000 |
| 1954 | 35,840 | 7,950 | 25,000 | 377,000 |
| 1955 | 220,287 | 22,000 | 121,488 | 490,353 |
| 1956 | 599,659 | 22,036 | 330,830 | 513,475 |
| 1957 | 941,720 | 27,000 | 592,000 | 472,000 |
| 1958 | 808,650 | 9,600 | 523,000 | 633,000 |
| 1959 | No data | No data | 664,355 | 633,425 |

Source of Gentry pound data: Service Bureau Corporation tabulation

Source of Gentry and Basic dollar data: Replies to Lipton's annual requests to suppliers for the total of billings for the year.

2907 RESPONDENT'S EXHIBIT 124

## THE F. H. SNOW CANNING CO., INC.

### Purchases (in Pounds) of Dehydrated Onion and Garlic (1946-1958)

| Year | GENTRY | | BASIC | |
|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic |
| 1946-1949 | | | No data | |
| 1950 | | 300 | No data | |
| 1951 | 35,550 | 600 | No data | |
| 1952 | | | No data | |
| 1953 | 30,000 | 540 | No data | |
| 1954 | | | 30,000 | 600 |
| 1955 | 36,125 | 600 | 40,000 | 1,020 |
| 1956 | 48,600 | 1,620 | 20,100 | 600 |
| 1957 | 69,900 | 600 | 20,100 | |
| 1958 | 45,000 | | 30,000 | 240 |

Source of Gentry data: Service Bureau Corporation tabulation.

Source of Basic data: The F. H. Snow Canning Co., Inc. records.

2908 **RESPONDENT'S EXHIBIT 125**

## RECIPE FOODS, INC.

### Purchases (in Pounds) of Dehydrated Onion and Garlic (1946-1958)

| Year | GENTRY | | BASIC | |
|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic |
| 1946 | | | No data | |
| 1947 | 125 | 120 | No data | |
| 1948 | 675 | 30 | No data | |
| 1949 | 5,925 | 600 | No data | |
| 1950 | 16,525 | 960 | No data | |
| 1951 | 32,500 | 3,600 | No data | |
| 1952 | 12,100 | 1,620 | No data | |
| 1953 | 17,250 | 2,820 | No data | |
| 1954 | 22,000 | 2,940 | No data | |
| 1955 | 21,600 | 2,160 | | |
| 1956 | 12,588 | 2,850 | | |
| 1957 | 22,662 | 2,400 | | |
| 1958 | 23,450 | 2,640 | 550 | 540 |

Source of Gentry Data: Service Bureau Corporation Tabulation

Source of Basic Data: Recipe Foods, Inc. Records (No Records Available Prior to 1954)

2909 RESPONDENT'S EXHIBIT 126

THE P. J. RITTER CO.
Bridgeton, New Jersey
Purchases (in Pounds) of Raw Onion and of Dehydrated Onion and Garlic (1946-1958)

| | Dehydrated Products | | | | | Raw |
|---|---|---|---|---|---|---|
| | Gentry | | Basic | | Simplot | |
| Year | Onion | Garlic | Onion | Garlic | Onion | Onion |
| 1946 | 37,105 | 720 | No data | No data | | No data |
| 1947 | 83,500 | 2,700 | No data | No data | | No data |
| 1948 | 50 | 1,200 | No data | No data | | No data |
| 1949 | 600 | | 48,190 | 1,800 | | No data |
| 1950 | 5,966 | | 88,410 | 3,092 | | 36,250 |
| 1951 | | | 134,772 | 4,560 | | |
| 1952 | 30,100 | | 80,450 | 2,760 | | 24,500 |
| 1953 | 5,100 | | 83,070 | 2,820 | | 9,560 |
| 1954 | 21,050 | | 48,500 | 2,100 | | 42,500 |
| 1955 | 25,000 | | 63,237 | 1,740 | 1,500 | 53,120 |
| 1956 | 25,050 | 840 | 60,850 | 3,120 | | 72,320 |
| 1957 | 13,850 | 1,020 | 20,750 | 570 | | 338,800 |
| 1958 | 25,000 | 600 | 57,500 | 2,160 | | 74,320 |

Source of Gentry Data: Service Bureau Corporation Tabulation.

Source of Basic Data for 1949-1957: Commission's Exhibit 219.

Source of Other Data: The P. J. Ritter Co.

2910 RESPONDENT'S EXHIBIT 127

BROOKS FOODS DIVISION OF
P. J. RITTER COMPANY
(Formerly Brooks Foods, Inc. and
G. S. Suppiger Company)

Purchases (in Pounds) of Dehydrated
Onion and Garlic (1946-1958)

| | Gentry | | Puccinelli | | Basic | |
|---|---|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | | | | | | |
| 1947 | 1,350 | 420 | | | | |
| 1948 | 46,280 | 4,950 | | | | |
| 1949 | 3,300 | 1,260 | 31,000 | 3,540 | | |
| 1950 | 16,350 | | 43,200 | 9,060 | | |
| 1951 | 32,300 | | 71,200 | 13,560 | | |
| 1952 | | | 76,300 | 12,780 | | |
| 1953 | 50 | 1 | 80,200 | 8,520 | | |
| 1954 | | 600 | 73,100 | 7,740 | | |
| 1955 | | | 71,450 | 11,040 | | |
| 1956 | | | 88,450 | 9,180 | | |
| 1957 | | | 76,350 | 7,320 | 5,000 | 900 |
| 1958 | | | 61,600 | 6,240 | 22,200 | 3,540 |

Source of Gentry Data: Service Bureau Corporation Tabulation

Source of Other Data: Brooks Foods Division records

2911 **RESPONDENT'S EXHIBIT 129**

## ALBERT EHLERS, INC.

Purchases (in Pounds) of Dehydrated Onion and Garlic From Gentry and Basic Vegetable Products, Inc. (1946-1958)

| Year | Gentry | | Basic | |
|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic |
| 1946 | 300 | 960 | No data | |
| 1947 | 500 | 960 | No data | |
| 1948 | 600 | 1,530 | No data | |
| 1949 | | | No data | |
| 1950 | 200 | 860 | No data | |
| 1951 | 3,920 | 3,330 | No data | |
| 1952 | 2,757 | 4,775 | No data | |
| 1953 | 36,487 | 53,370 | No data | |
| 1954 | 2,400 | 16,230 | No data | |
| 1955 | 5,450 | 19,210 | 15,640 | |
| 1956 | 16,885 | 51,570 | 28,000 | |
| 1957 | 33,180 | 20,000 | 50,742 | |
| 1958 | 16,820 | 58,670 | 45,575 | |

Source of Gentry Data: Service Bureau Corporation Tabulation

Source of Basic Data: Albert Ehlers, Inc. Records

2912 RESPONDENT'S EXHIBIT 130

GROCERY STORE PRODUCTS COMPANY
West Chester, Pennsylvania

Purchases (in Pounds) of Dehydrated Onion From Gentry (1946-1958)

| | | |
|---|---|---|
| 1946-1953 | : | No purchases |
| 1954 | : | 100 |
| 1955 | : | 10,002 |
| 1956-1958 | : | No purchases |

Source of data: Service Bureau Corporation tabulation.

2913 RESPONDENT'S EXHIBIT 131

THE FRANK TEA & SPICE COMPANY

Purchases (in Pounds) of Dehydrated Onion and Garlic (1946-1958)

| | Gentry | | Basic | |
|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic |
| 1946 | 1,750 | 6,900 | No Data | |
| 1947 | 1,000 | 7,200 | No Data | |
| 1948 | | 8,460 | No Data | |
| 1949 | 1,742 | 11,040 | No Data | |
| 1950 | 5,797 | 13,980 | No Data | |
| 1951 | 8,332 | 18,420 | | 480 |
| 1952 | 7,610 | 19,278 | 1,562 | 5,220 |
| 1953 | 2,225 | 5,880 | $27,216.04 | |
| 1954 | 6,754 | 13,500 | 14,109.25 | |
| 1955 | 10,500 | 28,860 | 9,464 | 8,100 |
| 1956 | 44,317 | 57,531 | 6,830 | 15,600 |
| 1957 | 81,859 | 69,918 | 520 | 1,500 |
| 1958 | 10,208 | 10,848 | 49,840 | 50,340 |

Source of Gentry data: Service Bureau Corporation tabulation.

Source of Basic data: The Frank Tea & Spice Co. records.

2914 RESPONDENT'S EXHIBIT 132.

## MUTUAL SPICE COMPANY

Purchases (in Pounds) of Dehydrated Onion and Garlic From Gentry (1946-1958)

| Year | Onion | Garlic |
|---|---|---|
| 1946 | | |
| 1947 | 120 | 280 |
| 1948 | 20 | 270 |
| 1949 | 280 | 340 |
| 1950 | | 120 |
| 1951 | | 84 |
| 1952 | 50 | 360 |
| 1953 | | 300 |
| 1954 | | |
| 1955 | 3,586 | 6,480 |
| 1956 | 3,958 | 444 |
| 1957 | 11,086 | 14,946 |
| 1958 | 38,889 | 14,703 |

Source: Service Bureau Corporation Tabulation

2915 **RESPONDENT'S EXHIBIT 133**

**BIRDS EYE DIVISION**
**GENERAL FOODS CORPORATION**

Purchases (in Pounds) of Dehydrated Onion
From Gentry at Various Plant Locations (1946-1958)

| Year | Rochester, N. Y. | Pocomoke City, Md. |
|---|---|---|
| 1946 | | |
| 1947 | | |
| 1948 | | |
| 1949 | 2,000 | |
| 1950 | 1,350 | |
| 1951 | 3,600 | |
| 1952 | 4,000 | |
| 1953 | | |
| 1954 | | |
| 1955 | | |
| 1956 | | |
| 1957 | | 1,100 |
| 1958 | | 500 |

Source: Service Bureau Corporation tabulation.

2917 RESPONDENT'S EXHIBIT 135

AMERICAN HOME FOODS
Division of American Home Products Corporation

Purchases (in Pounds) of Dehydrated Onion and Garlic (1946-1958)

PURCHASES FROM GENTRY

| | Milton Plant | | Morris Plains Plant | | Rochester Plant | |
|---|---|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946-1948 | | | | | | |
| 1949 | 50 | | | | | |
| 1950 | 38,000 | | | | 8,000 | |
| 1951 | 110,250 | 3,000 | | | | |
| 1952 | 32,300 | 3,000 | | | | |
| 1953 | 97,825 | 7,150 | 3,500 | | | |
| 1954 | 117,325 | 6,060 | 2,000 | | | |
| 1955 | 168,575 | 29,040 | 3,000 | | | |
| 1956 | 287,233 | 68,040 | 2,000 | | | |
| 1957 | 411,525 | 80,880 | 1,200 | | | |
| 1958 | 375,800 | 75,480 | 2,400 | | | |

Source of Gentry Data: Gentry's Books and Records. (No sales were made at any other American Home Foods Plant.)

PURCHASES FROM BASIC

| | Milton Plant | | Oakland Plant | |
|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic |
| 1946-1954 | No Data | | No Data | |
| 1955 | 241,000 | 50,000 | 138,682 | 30,600 |
| 1956 | 405,000 | 75,000 | 154,728 | 27,723 |
| 1957 | 483,000 | 75,000 | 221,390 | 48,180 |
| 1958 | 483,000 | 90,100 | 177,890 | 31,500 |

Source of Basic Data: American Home Foods Books and Records. (No data available for Basic sales at any other American Home Foods Plant.)

# RESPONDENT'S EXHIBIT 136

2918

**AMERICAN HOME FOODS, INC.**

TO: L. C. Powell

32 EAST 40TH STREET
NEW YORK 16, N. Y.

DATE November 13, 1952

SUBJECT: Gentry

Dear Lou:

We are not currently buying any of our dehydrated ingredients for our G. Washington's Broth from Gentry. Our Morris Plains office has no record of the address or any local or Eastern sales office. Consequently, if you'll request your Consolidated friends to suggest that a Gentry representative contact Frank Cooley at Morris Plains, he will give every consideration to placing some business with them, providing, of course, that all things are equal in respect to quality, price and service.

Sincerely,

R. A. Reinecke

RAR:sel
cc: F. L. Cooley

Also have Gentry Rep. contact
Mr. C.F. Quesen Dry Soup Dept.

FEDERAL TRADE COMMISSION
DOCKET NO. 7000 EXHIBIT NO. 136
IN THE MATTER OF Consolidated Foods
DATE 8/24/60 WITNESS R. Reinecke
ACE REPORTING CO. Official Reporter
By R. Maire

cc Joe Fennell 11/25

Evd. motion

(R. Reinecke)

Federal Trade Commission
File No. 55 10010
Hearing Exhibit 136
Obtained
11/13

2919 RESPONDENT'S EXHIBIT 137

THE R. T. FRENCH COMPANY
Rochester, New York

Purchases (in pounds) of Dehydrated Onion and Garlic From Gentry (1946-1958)

| Year | Onion | Garlic |
|---|---|---|
| 1946 | 1,250 | 6,050 |
| 1947 | 9,060 | 17,400 |
| 1948 | 8,575 | 26,100 |
| 1949 | 11,700 | 41,220 |
| 1950 | 29,500 | 53,940 |
| 1951 | 32,644 | 64,902 |
| 1952 | 69,500 | 105,138 |
| 1953 | 96,196 | 157,780 |
| 1954 | 30,658 | 125,520 |
| 1955 | 31,270 | 184,587 |
| 1956 | 119,802 | 161,484 |
| 1957 | 148,340 | 268,293 |
| 1958 | 158,784 | 226,653 |

Source of Data: Service Bureau Corporation tabulation.

2920 **RESPONDENT'S EXHIBIT 138**

**BEECH-NUT LIFE SAVERS, INC.**

Purchases (in Pounds) of Dehydrated Onion From Basic Vegetable Products and Gentry
Beech-Nut Packing Co.: 1946 - 8/1/56
Beech-Nut Life Savers, Inc.: 8/1/56 - 1958

| Year | Gentry | Basic |
|---|---|---|
| 1946 | | 16,000 |
| 1947 | 31,994 | |
| 1948 | 2,500 | 10,780 |
| 1949 | | 98,640 |
| 1950 | | 35,024 |
| 1951 | | 70,356 |
| 1952 | | 23,606 |
| 1953 | | 109,227 |
| 1954 | 10,000 | 1,500 |
| 1955 | | 96,088 |
| 1956 | 11,000 | 60,500 |
| 1957 | 38,008 | 53,000 |
| 1958 | | 63,125 |

Source of data: Beech-Nut Life Savers, Inc. records

2921 RESPONDENT'S EXHIBIT 139

CC:LCB; ANP; New York

GENTRY CALL REPORT

Salesman: Clausen Date: 2/26/54
Firm: Beechnut Packing Company
Person Contacted: Russ Howlett

Last October 13th made a contact here but was unable to reach the buyer. Mr. Howlett mentioned of course that the contracting and purchasing was done in the East. He said that Basic was getting the vast majority of the business as far as onion products. They used mostly chopped onions. Mr. Howlett said that quite frankly he thought that Basic's quality was better than ours in that their wood splinter problem was not as prevalent. Mr. Howlett had been to our Gilroy plant and also to the Basic plant and said that they have a deal with Basic wherein their material is dried on brand new trays which have a minimum splinters.

Howlett mentioned that Mr. Robinson of their Eastern plant was most anxious to split the business between Basic and Gentry if we can do something to help eliminate the wood problem. Mr. Howlett has mentioned that he would be very happy to go to Gilroy at any time to see any changes that were forthcoming in our plant operation in order to eliminate this wood problem and would in turn recommend to the Eastern plant that at least a good share of the orders are given to Gentry. I said that we are working on several problems now and that we hoped very shortly to eliminate the wood problem.

He uses some Basic Chopped Onion in the San Jose plant and mentioned that he gets the purchase advantages of a carload price to the East. Evidently they withdraw a cer-

tain amount from a carload order and deliver it to the San Jose plant freight prepaid.

2922 RESPONDENT'S EXHIBIT 140

BEECH-NUT PACKING COMPANY
Canajoharie, New York

Address your reply to:
P.O. Box 759, San Jose, Calif.
San Jose Plant

Gentry
P.O. Box 2076
Terminal Annex
Los Angeles 54, California
Attention: Mr. George E. Clausen, Jr.

September 21, 1955

Dear Mr. Clausen:

We have received word from our Eastern office regarding the 12,000 lbs. of ground onion per our purchase order No. 302S dated June 14, 1955. They would like to have you hold this product as long as possible as they won't need it before the first of the year. We will give you shipping instructions late in November or early December.

Does this meet with your approval?

Very truly yours,

Beech-Nut Packing Company
/s/ A.J.H.
A. J. Howlett

AJH:ps

2923 **RESPONDENT'S EXHIBIT 141**

**BLUEPOINTS COMPANY, INC.**
**West Sayville, Long Island, New York**

**Purchases of Dehydrated Onion (in Pounds)**

| Year | Company Purchased From | |
|---|---|---|
| | Gentry | Basic |
| 1946-1950 | No purchases | |
| 1951 | | 3,000 |
| 1952 | 30 | 2,500 |
| 1953 | 1,450 | 276 |
| 1954 | 1,375 | 366 |
| 1955 | 2,800 | 431 |
| 1956 | 500 | |
| 1957 | 500 | 1,600 |

Source of Gentry Data: Commission's Exhibits 224-D, 220-Z-93.

Source of Basic Data: Commission's Exhibit 219.

2924 **RESPONDENT'S EXHIBIT 142**

**S. GUMPERT & CO.**
**Jersey City, New Jersey**

**Purchases of Dehydrated Onion and Garlic, 1946-1958**
**(in Pounds)**

| Year | Dehydrated Onion | | Fresh Onion | Dehydrated Garlic | |
|---|---|---|---|---|---|
| | Gentry | Basic | | Gentry | Basic |
| 1946-1950 | | No Data | No Data | | No Data |
| 1951 | 4,000 | No Data | No Data | | No Data |
| 1952 | 4,752 | 26,351 | 64,920 | | 1,260 |
| 1953 | 8,010 | 35,493 | 26,450 | | 1,720 |
| 1954 | 9,083 | 40,473 | 94,875 | | 1,020 |
| 1955 | 10,000 | 39,826 | 51,250 | | 1,440 |
| 1956 | 20,040 | 40,339 | 102,149 | | 2,270 |
| 1957 | | 38,000 | 82,515 | | 2,160 |
| 1958 | 10,500 | 43,030 | 61,170 | | 1,380 |

Source of Gentry data: Service Bureau Corporation tabulation.

Source of Basic and fresh onion data: S. Gumpert & Co. records.

2925 RESPONDENT'S EXHIBIT 143

## MOORE & COMPANY SOUPS, INC.

**Purchases (in Pounds) of Dehydrated Onion from Gentry and from Basic Vegetable Products, Inc. (1946-1958)**

| Year | Gentry | Basic |
|---|---|---|
| 1946 | 5,600 | No data |
| 1947 | 3,900 | No data |
| 1948 | 5,798 | No data |
| 1949 | 8,442 | 56 |
| 1950 | 15,296 | 192 |
| 1951 | 19,656 | 82 |
| 1952 | 15,917 | |
| 1953 | 9,388 | 6,982 |
| 1954 | 5,375 | 10,210 |
| 1955 | 8,810 | 3,640 |
| 1956 | 4,160 | 6,505 |
| 1957 | 3,600 | 5,550 |
| 1958 | 6,210 | 2,930 |

Source of Gentry Data: Service Bureau Corporation Tabulation.

Source of Basic Data: Commission's Exhibit 219 for 1949-1957 and Moore & Company Soups, Inc. Records for 1958.

2926 RESPONDENT'S EXHIBIT 145

CAMPBELL SOUP COMPANY

Purchases (in Pounds) of Dehydrated Garlic from Gentry (1946-1958)

| Year | Amount |
|---|---|
| 1946-1951 | |
| 1952 | 5,817 |
| 1953 | 6,840 |
| 1954 | 1,020 |
| 1955 | 5,850 |
| 1956 | 600 |
| 1957 | 6,480 |
| 1958 | 3,120 |

Source: Service Bureau Corporation Tabulation.

2927 RESPONDENT'S EXHIBIT 146

AMERICAN HOME FOODS DIVISION
OF AMERICAN HOME PRODUCTS CORPORATION
Morris Plains, New Jersey Plant

Purchases (in Pounds) of Dehydrated Onion from Gentry and Basic (1953-1958)

| Year | Gentry | Basic |
|---|---|---|
| 1953 | 3,500 | 2,000 |
| 1954 | 2,000 | 4,000 |
| 1955 | 3,000 | 2,500 |
| 1956 | 2,000 | 3,000 |
| 1957 | 1,200 | 3,700 |
| 1958 | 2,400 | 4,075 |

Source of Gentry Data: Gentry's Books and Records.

Source of Basic Data: Frank L. Cooley's Personal Retained Purchasing Records.

2928 RESPONDENT'S EXHIBIT 147

STANDARD BRANDS, INC.

Purchases (in Pounds) of Dehydrated Onion
(1946-1959)

| Year | Gentry | Basic |
|---|---|---|
| 1946 | 175 | No Data |
| 1947 | 250 | No Data |
| 1948 | 450 | No Data |
| 1949 | 400 | No Data |
| 1950 | 400 | No Data |
| 1951 | 1,000 | No Data |
| 1952 | 850 | No Data |
| 1953 | 650 | |
| 1954 | 800 | |
| 1955 | 1,100 | |
| 1956 | 1,050 | |
| 1957 | 58,100* | |
| 1958 | 4,550 | 20 |
| 1959 | 20,300 | 17,730 |

*29,400 lbs. returned in 1958.

Source of Gentry Data: Service Bureau Corporation Tabulation and Standard Brands, Inc.

Source of Basic Data: Standard Brands, Inc.

2929 RESPONDENT'S EXHIBIT 148

## LES POMMIERS CANNERIES

Sales to Consolidated Foods Corporation
(Including Divisions and Subsidiaries)
(1950-1958)

| Calendar Year | Dollar Sales to Consolidated |
|---|---|
| 1950 | $ 17,271.30 |
| 1951 | 19,275.30 |
| 1952 | 24,750.40 |
| 1953 | 14,656.73 |
| 1954 | 8,066.58 |
| 1955 | 6,194.40 |
| 1956 | 8,528.36 |
| 1957 | 10,605.04 |
| 1958 | 7,652.24 |

Source of Data: Les Pommiers' Books and Records.

2930 RESPONDENT'S EXHIBIT 149

## LES POMMIERS CANNERIES

Purchases of Dehydrated Onion (in Pounds)
From All Sources (1946-1958)

| Year | Gentry | Basic | Van Loan & Co. | Schoenfeld |
|---|---|---|---|---|
| 1946 | | | | |
| 1947 | | | | |
| 1948 | | | | |
| 1949 | | | | |
| 1950 | | 1,500 | | |
| 1951 | | 10,010 | | 240 |
| 1952 | | 15,694 | | |
| 1953 | | 5,380 | 1,415 | |
| 1954 | 3,055 | 4,210 | | 1,110 |
| 1955 | 2,040 | 2,600 | | |
| 1956 | 2,640 | | | |
| 1957 | 600 | 1,600 | | 520 |
| 1958 | 600 | 1,670 | | |

Source of Gentry Data: Service Bureau Corporation Tabulation. (See also Commission's Exhibits 224-R, 220-Z-86.)

Source of Other Data: Les Pommiers' Books and Records.

2931 RESPONDENT'S EXHIBIT 150

Basic Vegetable Products, Inc. November 7, 1953
240 West Front Street
Plainfield, New Jersey

Gentlemen:

Will you please send me 10 barrels of onions (Large Sliced, as usual) the week of November 16.

One thing I would like to request, which I mentioned before, is that you send me the short chubby barrels if at all possible. I don't like those tall barrels, as the women can not get to the bottom of them and they are an unnecessary inconvenience.

Very truly yours,

Henri Rethier

HR:L

2932 RESPONDENT'S EXHIBIT 151A-B

CONSOLIDATED FOODS CORPORATION

Mr. Lloyd C. Bellisime September 7, 1955
Gentry Division
P. O. Box 2076
Terminal Annex
Los Angeles, California

Dear Lloyd:

Bob Perlitz has shown me your letter of September 2 and he and I had discussed the situation previously. I am just adding my comments to whatever additional matters Mr. Perlitz may write you.

I do not think we have anything to fear in discussing or asking for reciprocity from suppliers to our distribution units requesting them to use products manufactured or offered by this corporation. The old buzz saw, however, cuts two ways. You are undoubtedly selling a lot of people your products that would like to sell Consolidated distribution units and if we were compelled to purchase our needs from people who use you as a source of supply for certain of your products, it would not be unlawful but we could probably tie ourselves up into such a situation that it might involve unfair competition.

As an example for the above, Al Lerner pushed one time at Michigan Mushrooms requesting that they use Gentry products in the items we purchased from them. They wrote their broker and said that if they were compelled to use Gentry, they felt that Consolidated should confine all of its buying to their products rather than giving any to their competitors. This thing could snowball to such an extent that it would hurt us all.

Reciprocity is nice and I am not afraid of it alone. The only thing is when you start forcing reciprocity and make special deals and special prices and concessions, then we all might become involved.

2933 About six months ago Al Lerner called me and advised that Fred Bedford of Bedford Products, Inc., Dunkirk, New York, processors of jellies and preserves had informed him that the government had been in their plant and had asked if they were being forced to buy items from the Gentry Division in order to sell Monarch jams and jellies. Fred Bedford informed them that he gave no helpful information along the line. Everything being equal, we, of course, would like to purchase from people that use your products, but price and quality are not always equal and ability to sell makes a difference, so I think it would hurt

us more to have purchasing specifications established requiring the use of Gentry materials in the products purchased in our distribution divisions. As I said above, Mr. Perlitz will undoubtedly write you direct.

Kindest regards.

Very truly yours,

Stacey H. Gifford

SHG:bn

P.S. I am informed by Mr. Lerner that Bedford Products Inc. either have closed a deal or are about to close a deal whereby they will be acquired by Kraft Foods.

S.H.G.

2934 RESPONDENT'S EXHIBIT 152

KERN FOODS, INC.

Purchases (in Pounds) of Fresh Onion and of Dehydrated Onion and Garlic from Gentry and Chili Products Corporation (1946-1958)

| Year | Fresh Onion | Gentry | | Chili Products Corporation |
|---|---|---|---|---|
| | | Onion | Garlic | Onion & Garlic |
| 1946 | No Data | 2,850 | | No Data |
| 1947 | No Data | 80 | 60 | No Data |
| 1948 | No Data | 150 | | No Data |
| 1949 | No Data | 25 | | No Data |
| 1950 | No Data | | | No Data |
| 1951 | 24,000 | | | 18,000 |
| 1952 | 100,000 | | | 25,000 |
| 1953 | 75,000 | | | 14,000 |
| 1954 | 135,000 | 7,600 | 300 | 3,600 |
| 1955 | 250,000 | 22,320 | 1,200 | 6,000 |
| 1956 | 650,000 | 7,000 | 600 | 20,000 |
| 1957 | 200,000 | 9,550 | | 20,000 |
| 1958 | 600,000 | 3,000 | | 2,000 |

Source of Gentry Data: Service Bureau Corporation Tabulation

Source of Other Data: Kern Foods, Inc. Records

2935 RESPONDENT'S EXHIBIT 153

## LOUIS MILANI FOODS, INC.
(All Plants)

Purchases (in Pounds) of Dehydrated Onion and Garlic (1946-1958)

| Year | Gentry | | Basic | | Puccinelli | | Other Sources |
|---|---|---|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic | Onion | Garlic | Onion |
| 1946 | | | No Data | | No Data | | No Data |
| 1947 | | | No Data | | No Data | | No Data |
| 1948 | 9,227 | 8,205 | No Data | | No Data | | No Data |
| 1949 | 10,720 | 18,840 | 14,750 | 13,500 | | | 1,605 |
| 1950 | 13,534 | 480 | | | 24,702 | 53,400 | |
| 1951 | 11,462 | 240 | 3,136 | | 24,250 | 45,212 | 1,521 |
| 1952 | 16,066 | 780 | 1,742 | | 27,534 | 67,440 | 2,214 |
| 1953 | 15,227 | 180 | | 3,600 | 30,658 | 72,300 | |
| 1954 | 15,105 | | | 13,860 | 29,162 | 67,966 | |
| 1955 | 16,825 | | | 3,020 | 32,930 | 78,500 | |
| 1956 | 18,030 | | | | 39,446 | 92,180 | |
| 1957 | 22,260 | | | | 37,566 | 80,520 | |
| 1958 | 20,940 | | | | 47,190 | 72,060 | |

Source of Gentry data: Service Bureau Corporation tabulation.

Source of all other data: Louis Milani Foods, Inc. records.

2937 RESPONDENT'S EXHIBIT 158

SUNSHINE SPECIALTY PRODUCTS CO.

Purchases (in Pounds) of Dehydrated Onion and Garlic from Gentry (1946-1958)

| Year | Onion | Garlic |
|---|---|---|
| 1946 | | |
| 1947 | | |
| 1948 | | |
| 1949 | 357 | |
| 1950 | 714 | 48 |
| 1951 | 1,092 | |
| 1952 | 3,310 | |
| 1953 | 9,986 | 414 |
| 1954 | 6,557 | 963 |
| 1955 | 6,995 | 1,845 |
| 1956 | 18,107 | 2,997 |
| 1957 | 13,083 | 3,060 |
| 1958 | 14,879 | 4,347 |

Source: Service Bureau Corporation tabulation.

2938 RESPONDENT'S EXHIBIT 159

## HUNT FOODS AND INDUSTRIES, INC.
(All Plants)

Purchases (in Pounds) of Dehydrated Onion and Garlic (1946-1958)

| | Gentry | | Basic | |
|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic |
| 1946 | | | No Data | |
| 1947 | 6,000 | 3,600 | No Data | |
| 1948 | 150 | 300 | No Data | |
| 1949 | 500 | 450 | No Data | |
| 1950 | | | 68,300 | 15,800 |
| 1951 | | | 198,800 | 50,300 |
| 1952 | | | 186,500 | 33,700 |
| 1953 | | | 181,800 | 23,300 |
| 1954 | 150,500 | 29,720 | | |
| 1955 | 151,443 | 43,740 | 186,757 | |
| 1956 | 163,600 | 19,560 | 179,900 | 34,600 |
| 1957 | 56,500 | 10,500 | 324,000 | 33,300 |
| 1958 | 146,250 | 26,100 | 229,950 | 24,300 |

Source of Gentry Data: Service Bureau Corporation Tabulation.

Source of Basic Data: Computation based on data from Hunt Foods and Industries, Inc. Records.

2939 **RESPONDENT'S EXHIBIT 160A-B**

## BASIC VEGETABLE PRODUCTS, INC.
Vacaville, California

### Outside Warehouse Usage

Warehouses in use January 1948.[3]

| | | |
|---|---|---|
| Haslett Warehouse[1] | Oakland | California |
| Overland Terminal | Los Angeles | California |
| Midland Warehouse | Chicago | Illinois |
| Lehigh Warehouse | Elizabeth | New Jersey |
| Zanes-Ewalt Warehouse | Dallas | Texas |
| Kirby Storage[6] | Seattle | Washington |
| Adams Storage[2] | Kansas City | Missouri |
| Girard Warehouse[2] | Philadelphia | Pennsylvania |

Others added thru the years:

| | | | |
|---|---|---|---|
| Cincinnati Merchandise Warehouse | Cincinnati | Ohio | September |
| Flour Distributors[5] | Detroit | Michigan | April 1954 |
| Clancy Carting Company | Rochester | New York | June 1954 |
| Terminal Warehouse | Baltimore | Maryland | June 1954 |
| Lakeshore Warehouse | Detroit | Michigan | June 1954 |
| Kansas City Terminal Warehouse | Kansas City | Missouri | January 19 |
| St. Louis Terminal Warehouse | St. Louis | Missouri | February 1 |
| Empire Terminal[4] | Dallas | Texas | June 1956 |
| Alford Warehouse | Dallas | Texas | August 195 |
| Gillis-Hood Security Warehouse | San Antonio | Texas | August 195 |
| Security Warehouse | Minneapolis | Minnesota | October 195 |
| Indianapolis Warehouse | Indianapolis | Indiana | October 195 |
| Merchandise Warehouse | Columbus | Ohio | October 195 |
| Louisville Public Warehouse | Louisville | Kentucky | October 195 |
| Brooklyn Terminal | Brooklyn | New York | December 1 |
| Texas Service Warehouse | Houston | Texas | January 19 |
| Pemberton Stores | Boston | Massachusetts | May 1957 |
| Acme Warehouse | New Orleans | Louisiana | February 1 |

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Outside Warehouse Usage

| | | | |
|---|---|---|---|
| Seaboard Warehouse | Miami | Florida | April 1958 |
| Tone Brothers | Des Moines | Iowa | May 1958 |
| National Terminals | Cleveland | Ohio | May 1958 |
| J. K. Laudenslager | Philadelphia | Pennsylvania | July 1958 |
| Judge Warehouse | Buffalo | New York | October 1958 |
| Merchants Warehouse | Tampa | Florida | November 1958 |

[1] Surplus material that Basic could not accommodate at Vacaville was stored at the Haslett Warehouse in Oakland until additional warehouse space was obtained.

[2] The Adams Storage and the Girard Warehouse were used to store onions in #10 tins MAGIC Brand. As soon as these surplus stocks were depleted the use of these warehouses was discontinued.

[3] The only warehouses in use in January, 1948, for general storage purposes from which Basic supplied its customers were the following:

Overland Terminal
Midland Warehouse
Lehigh Warehouse
Zanes-Ewalt Warehouse
Kirby Storage

[4] Empire Terminal became the new name for Zanes-Ewalt back in 1956 and Basic then removed its stock to Alford Warehouse from the Empire Terminal. This is the best recollection of Basic officials.

[5] Basic commenced storing at Flour Distributors and they changed their name to Lakeshore Warehouse in June, 1954.

[6] The Kirby Storage Warehouse stock was discontinued. Basic only used it for about two years.

(All dates reflected herein are substantially correct, and are the best information available to Basic, but are not necessarily exact dates)

2942 RESPONDENT'S EXHIBIT 162

CALIFORNIA VEGETABLE CONCENTRATES, INC.

Purchases (in Pounds) of Dehydrated Onion and Garlic From Gentry and Basic (1946-1958)

| Year | Gentry | | Basic | |
|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic |
| 1946 | | | No data | No data |
| 1947 | 2,200 | 1,440 | No data | No data |
| 1948 | 22,492 | 7,080 | No data | No data |
| 1949 | 29,080 | 7,235 | 10,130 | |
| 1950 | 57,204 | 15,320 | | |
| 1951 | 88,535 | 12,450 | 1,050 | |
| 1952 | 43,470 | 6,290 | 26,302 | 4,080 |
| 1953 | 88,391 | 8,940 | 8,190 | |
| 1954 | 50,652 | 6,480 | 10,074 | |
| 1955 | 30,945 | 4,860 | 36,106 | 1,260 |
| 1956 | 11,720 | 1,020 | No data | No data |
| 1957 | 30,050 | 1,920 | 56,880 | 120 |
| 1958 | 40,630 | 720 | 86,510 | 1,020 |

Source of Gentry data: Service Bureau Corporation tabulation.

Source of Basic data: California Vegetable Concentrates, Inc. records.

SALES OF DEHYDRATED ONION BY CERTAIN PRODUCERS
AND TOTAL SALES BY ALL MEMBERS OF
AMERICAN DEHYDRATED ONION AND GARLIC ASSOCIATION

(Pounds - 1948-1958)

| Calendar Year | Pounds Sold | | | | Percentage of Total | | |
|---|---|---|---|---|---|---|---|
| | Gentry | Puccinelli | Simplot | Total All Adoga* Members | Gentry | Puccinelli | Simplot |
| 1948 | 1,737,641 | 202,954 | 824,678 | 7,260,970 | 24 | 3 | 11 |
| 1949 | 1,742,643 | 506,530 | 235,941 | 5,533,646 | 31 | 9 | 5 |
| 1950 | 2,158,880 | 523,971 | 425,948 | 7,802,159 | 28 | 7 | 5 |
| 1951 | 3,610,313 | 662,977 | 1,276,851 | 13,621,343 | 27 | 5 | 9 |
| 1952 | 3,253,113 | 894,107 | 726,293 | 11,849,659 | 27 | 8 | 6 |
| 1953 | 4,222,718 | 832,552 | 520,486 | 11,736,010 | 36 | 7 | 5 |
| 1954 | 3,135,354 | 500,047 | 55,774 | 10,845,721 | 29 | 4 | 1 |
| 1955 | 3,914,770 | 1,150,883 | 823,079 | 13,701,517 | 29 | 8 | 6 |
| 1956 | 4,840,238 | 1,262,155 | 36,190 | 14,612,629 | 33 | 9 | - |
| 1957 | 6,485,052 | 1,771,199 | - | 17,036,961 | 38 | 10 | - |
| 1958 | 6,259,171 | 1,467,092 | - | 18,147,207 | 35 | 8 | - |

*American Dehydrated Onion and Garlic Association

Source: Touche, Ross, Bailey & Smart study.

Note: Percentages rounded off to nearer whole.

SALES OF DEHYDRATED GARLIC BY CERTAIN PRODUCERS
AND TOTAL SALES BY ALL MEMBERS OF
AMERICAN DEHYDRATED ONION AND GARLIC ASSOCIATION
(Pounds - 1948-1958)

| Calendar Year | Pounds Sold | | | Percentage of Total | |
|---|---|---|---|---|---|
| | Gentry | Puccinelli | Total All Adoga* Members | Gentry | Puccinelli |
| 1948 | 772,061 | No Data | 1,229,238 | No Data | No Data |
| 1949 | 790,495 | 120,495 | 1,486,028 | 53 | 8 |
| 1950 | 922,073 | 225,386 | 1,799,518 | 51 | 13 |
| 1951 | 972,553 | 223,323 | 2,027,906 | 48 | 11 |
| 1952 | 1,172,308 | 289,987 | 2,341,174 | 50 | 12 |
| 1953 | 1,252,876 | 222,609 | 2,641,114 | 47 | 9 |
| 1954 | 1,346,701 | 249,376 | 2,921,028 | 46 | 9 |
| 1955 | 1,698,176 | 413,806 | 3,877,186 | 44 | 10 |
| 1956 | 1,753,211 | 385,844 | 4,039,204 | 43 | 10 |
| 1957 | 2,103,000 | 537,657 | 4,516,871 | 47 | 11 |
| 1958 | 1,979,834 | 572,167 | 5,127,042 | 39 | 11 |

*American Dehydrated Onion and Garlic Association.

Source: Touche, Ross, Bailey & Smart Study.

Notes:
1. Percentages rounded off to nearer whole.
2. Simplot did not produce dehydrated garlic.
3. Since Puccinelli data for 1948 is not available, the total for that year includes only Basic and Gentry.

SALES OF DEHYDRATED ONION BY CERTAIN PRODUCERS
AND TOTAL SALES BY ALL MEMBERS OF
AMERICAN DEHYHDRATED ONION AND GARLIC ASSOCIATION

(Dollars - 1948-1958)

| Calendar Year | Dollar Sales | | | | Percentage of Total | | |
|---|---|---|---|---|---|---|---|
| | Gentry | Puccinelli | Simplot | Total All Adoga*Members | Gentry | Puccinelli | Simplot |
| 1948 | $1,107,924 | $119,358 | $340,669 | $4,214,550 | 26% | 3% | 8% |
| 1949 | 880,682 | 247,522 | 112,391 | 2,998,788 | 29 | 8 | 4 |
| 1950 | 1,139,033 | 229,559 | 216,541 | 3,905,830 | 29 | 6 | 5 |
| 1951 | 1,926,378 | 311,041 | 726,906 | 7,248,903 | 27 | 4 | 10 |
| 1952 | 1,851,603 | 469,708 | 363,271 | 6,493,822 | 28 | 7 | 6 |
| 1953 | 2,542,196 | 447,951 | 302,411 | 6,786,570 | 37 | 7 | 5 |
| 1954 | 1,711,092 | 316,483 | 29,810 | 5,731,659 | 30 | 5 | 1 |
| 1955 | 2,035,490 | 688,109 | 466,541 | 7,189,989 | 28 | 10 | 6 |
| 1956 | 2,645,469 | 335,175 | 16,907 | 7,532,379 | 35 | 5 | - |
| 1957 | 3,739,012 | 573,169 | - | 9,276,328 | 40 | 6 | - |
| 1958 | 3,574,338 | 657,747 | - | 10,145,606 | 35 | 7 | - |

*American Dehyhdrated Onion and Garlic Association.

Source: Touche, Ross, Bailey & Smart study.

Note: Percentages rounded off to nearer whole.

2945

Respondent's Exhibit 165

RESPONDENT'S EXHIBIT 165

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## SALES OF DEHYDRATED GARLIC BY CERTAIN PRODUCERS AND TOTAL SALES BY ALL MEMBERS OF AMERICAN DEHYDRATED ONION AND GARLIC ASSOCIATION
(Dollars - 1948-1958)

| Calendar Year | Dollar Sales | | | Percentage of Total | |
|---|---|---|---|---|---|
| | Gentry | Puccinelli | Total All Adoga* Members | Gentry | Puccinelli |
| 1948 | $ 599,426 | $ No Data | $ 933,706 | No Data | No Data |
| 1949 | 528,056 | 78,085 | 1,018,195 | 52 | 8 |
| 1950 | 621,403 | 140,115 | 1,200,197 | 52 | 11 |
| 1951 | 723,637 | 138,572 | 1,414,539 | 51 | 10 |
| 1952 | 836,541 | 188,703 | 1,639,712 | 51 | 12 |
| 1953 | 937,965 | 133,749 | 1,922,585 | 49 | 7 |
| 1954 | 1,019,573 | 148,390 | 2,153,288 | 47 | 7 |
| 1955 | 1,219,106 | 237,067 | 2,667,976 | 46 | 9 |
| 1956 | 1,336,650 | 245,311 | 2,979,967 | 45 | 8 |
| 1957 | 1,625,784 | 322,594 | 3,362,841 | 48 | 10 |
| 1958 | 1,536,508 | 346,868 | 3,831,099 | 40 | 9 |

*American Dehydrated Onion and Garlic Association.

Source: Touche, Ross, Bailey & Smart Study.

Note:
1. Percentages rounded off to nearer whole.
2. Simplot did not produce dehydrated garlic.
3. Since Puccinelli data for 1948 is not available, the total for that year includes only Basic and Gentry.

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# RESPONDENT'S EXHIBIT 167

2947

## RATIO OF RAW POUNDS PROCESSED TO FINISHED POUNDS PRODUCED

(Onions - 1948-1958)

| | Gentry | Puccinelli | Simplot | Total all Adoga* Members |
|---|---|---|---|---|
| 1948 | | | | |
| Raw pounds processed | 17,172,190 | No data | 8,374,617 | No data |
| Finished pounds produced | 1,817,163 | 400,706 | 512,209 | 5,461,547 |
| Dry ratio | 9.45 | No data | 16.35 | No data |
| 1949 | | | | |
| Raw pounds processed | 16,947,692 | 3,894,656 | 3,691,114 | 57,361,951 |
| Finished pounds produced | 1,828,230 | 221,539 | 317,106 | 6,445,163 |
| Dry ratio | 9.27 | 17.58 | 11.64 | 8.90 |
| 1950 | | | | |
| Raw pounds processed | 27,182,908 | 9,971,238 | 8,184,446 | 83,983,818 |
| Finished pounds produced | 2,654,991 | 938,028 | 559,429 | 8,739,211 |
| Dry ratio | 10.20 | 10.63 | 14.63 | 9.61 |
| 1951 | | | | |
| Raw pounds processed | 32,989,284 | 6,495,221 | 17,444,741 | 124,376,575 |
| Finished pounds produced | 3,150,839 | 589,402 | 1,226,775 | 12,665,639 |
| Dry ratio | 10.47 | 11.02 | 14.22 | 9.82 |
| 1952 | | | | |
| Raw pounds processed | 32,402,133 | 7,004,771 | 6,271,156 | 104,226,350 |
| Finished pounds produced | 3,357,734 | 670,313 | 560,425 | 11,279,908 |
| Dry ratio | 9.65 | 10.45 | 11.19 | 9.24 |
| 1953 | | | | |
| Raw pounds processed | 56,187,284 | 15,205,691 | 7,611,878 | 147,440,033 |
| Finished pounds produced | 5,423,483 | 1,402,739 | 727,913 | 16,255,792 |
| Dry ratio | 10.36 | 10.84 | 10.46 | 9.07 |
| 1954 | | | | |
| Raw pounds processed | 33,142,577 | 12,784,370 | 3,024,489 | 109,484,007 |
| Finished pounds produced | 3,177,620 | 1,217,559 | 261,634 | 12,642,495 |
| Dry ratio | 10.43 | 10.50 | 11.56 | 8.66 |
| 1955 | | | | |
| Raw pounds processed | 25,081,601 | 7,105,134 | 4,701,522 | 81,877,098 |
| Finished pounds produced | 2,593,754 | 626,003 | 338,239 | 9,782,210 |
| Dry ratio | 9.67 | 11.35 | 13.90 | 8.37 |
| 1956 | | | | |
| Raw pounds processed | 54,214,059 | 9,437,268 | - | 135,102,443 |
| Finished pounds produced | 6,231,501 | 942,784 | - | 16,679,314 |
| Dry ratio | 8.70 | 10.01 | - | 8.10 |
| 1957 | | | | |
| Raw pounds processed | 56,039,210 | 19,752,065 | - | 153,983,386 |
| Finished pounds produced | 6,137,920 | 1,912,107 | - | 18,244,477 |
| Dry ratio | 9.13 | 10.33 | - | 8.44 |
| 1958 | | | | |
| Raw pounds processed | 70,475,401 | 13,058,111 | - | 154,114,625 |
| Finished pounds produced | 7,449,831 | 1,507,865 | - | 18,004,045 |
| Dry ratio | 9.46 | 8.66 | - | 8.56 |

erican Dehydrated Onion and Garlic Association.

urce: Touche, Ross, Bailey & Smart study.

## RESPONDENT'S EXHIBIT 168

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### RATIO OF RAW POUNDS PROCESSED TO FINISHED POUNDS PRODUCED

(Garlic - 1949-1958)

| | Gentry | Puccinelli | Total all Adoga* Members |
|---|---|---|---|
| 1949 | | | |
| Raw pounds processed | 1,924,436 | 466,400 | 3,672,449 |
| Finished pounds produced | 712,754 | 160,275 | 1,297,685 |
| Dry ratio | 2.70 | 2.91 | 2.83 |
| 1950 | | | |
| Raw pounds processed | 5,038,184 | 1,352,092 | 10,149,971 |
| Finished pounds produced | 1,540,729 | 441,860 | 3,171,866 |
| Dry ratio | 3.27 | 3.06 | 3.20 |
| 1951 | | | |
| Raw pounds processed | 1,981,240 | 730,950 | 3,739,237 |
| Finished pounds produced | 645,355 | 240,444 | 1,202,327 |
| Dry ratio | 3.07 | 3.04 | 3.11 |
| 1952 | | | |
| Raw pounds processed | 2,706,198 | 335,843 | 5,947,025 |
| Finished pounds produced | 864,600 | 109,395 | 1,893,957 |
| Dry ratio | 3.13 | 3.07 | 3.14 |
| 1953 | | | |
| Raw pounds processed | 3,799,590 | 1,056,151 | 8,994,401 |
| Finished pounds produced | 1,070,307 | 332,123 | 2,709,157 |
| Dry ratio | 3.55 | 3.18 | 3.32 |
| 1954 | | | |
| Raw pounds processed | 5,444,970 | 1,494,169 | 12,679,666 |
| Finished pounds produced | 1,635,126 | 494,758 | 3,889,468 |
| Dry ratio | 3.33 | 3.02 | 3.26 |
| 1955 | | | |
| Raw pounds processed | 8,773,743 | 1,880,939 | 16,560,259 |
| Finished pounds produced | 2,924,581 | 618,730 | 5,429,593 |
| Dry ratio | 3.00 | 3.04 | 3.05 |
| 1956 | | | |
| Raw pounds processed | 5,187,654 | 1,330,430 | 13,232,317 |
| Finished pounds produced | 1,636,484 | 434,781 | 4,161,106 |
| Dry ratio | 3.17 | 3.06 | 3.18 |
| 1957 | | | |
| Raw pounds processed | 3,748,808 | 1,729,593 | 11,340,404 |
| Finished pounds produced | 1,149,941 | 584,322 | 3,268,128 |
| Dry ratio | 3.26 | 2.96 | 3.47 |
| 1958 | | | |
| Raw pounds processed | 5,645,207 | 1,724,289 | 16,850,202 |
| Finished pounds produced | 1,786,458 | 481,645 | 5,249,284 |
| Dry ratio | 3.16 | 3.58 | 3.21 |

*American Dehydrated Onion and Garlic Association.

Source: Touche, Ross, Bailey & Smart study.

Note: Simplot did not produce dehydrated garlic.

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2949 RESPONDENT'S EXHIBIT 169

Average Price (per Pound)
of Dehydrated Onion and Garlic
(1948-1958)

| Year | Dehydrated Onion | Dehydrated Garlic |
|---|---|---|
| 1948 | 58¢ | 76¢ |
| 1949 | 54 | 68 |
| 1950 | 50 | 67 |
| 1951 | 53 | 70 |
| 1952 | 55 | 70 |
| 1953 | 58 | 73 |
| 1954 | 53 | 74 |
| 1955 | 52 | 69 |
| 1956 | 52 | 74 |
| 1957 | 54 | 74 |
| 1958 | 56 | 75 |

Note: Average price obtained by dividing total dollar sales by total pound sales for all members of American Dehydrated Onion and Garlic Association.

**SALES OF DEHYDRATED ONION BY MEMBERS OF AMERICAN DEHYDRATED ONION AND GARLIC ASSOCIATION (1948-1958)**

| Calendar Year | Pounds Sold | | | | | Percentage of Total | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Basic | Gentry | Puccinelli | Simplot | Total | Basic | Gentry | Puccinelli | Simplot |
| 1948 | 4,495,697 | 1,737,641 | 202,954 | 824,678 | 7,260,970 | 62 | 24 | 3 | 11 |
| 1949 | 3,048,532 | 1,742,643 | 506,530 | 235,941 | 5,533,646 | 55 | 31 | 9 | 5 |
| 1950 | 4,693,360 | 2,158,880 | 523,971 | 425,948 | 7,802,159 | 60 | 28 | 7 | 5 |
| 1951 | 8,071,202 | 3,610,313 | 662,977 | 1,276,851 | 13,621,343 | 59 | 27 | 5 | 9 |
| 1952 | 6,976,146 | 3,253,113 | 894,107 | 726,293 | 11,849,659 | 59 | 27 | 8 | 6 |
| 1953 | 6,160,254 | 4,222,718 | 832,552 | 520,486 | 11,736,010 | 52 | 36 | 7 | 5 |
| 1954 | 7,154,546 | 3,135,354 | 500,047 | 55,774 | 10,845,721 | 66 | 29 | 4 | 1 |
| 1955 | 7,812,785 | 3,914,770 | 1,150,883 | 823,079 | 13,701,517 | 57 | 29 | 8 | 6 |
| 1956 | 8,474,046 | 4,840,238 | 1,262,155 | 36,190 | 14,612,629 | 58 | 33 | 9 | - |
| 1957 | 8,780,710 | 6,485,052 | 1,771,199 | -- | 17,036,961 | 52 | 38 | 10 | - |
| 1958 | 10,420,944 | 6,259,171 | 1,467,092 | -- | 18,147,207 | 57 | 35 | 8 | - |

Note: Percentages rounded off to nearer whole.

| Calendar Year | Pounds Sold | | | | Percentage of Total | | |
|---|---|---|---|---|---|---|---|
| | Basic | Gentry | Puccinelli | Total | Basic | Gentry | Puccinelli |
| 1948 | 457,177 | 772,061 | No Data | 1,229,238 | No Data | No Data | No Data |
| 1949 | 575,038 | 790,495 | 120,495 | 1,486,028 | 39 | 53 | 8 |
| 1950 | 652,059 | 922,073 | 225,386 | 1,799,518 | 36 | 51 | 13 |
| 1951 | 832,030 | 972,553 | 223,323 | 2,027,906 | 41 | 48 | 11 |
| 1952 | 878,879 | 1,172,308 | 289,987 | 2,341,174 | 38 | 50 | 12 |
| 1953 | 1,165,629 | 1,252,876 | 222,609 | 2,641,114 | 44 | 47 | 9 |
| 1954 | 1,324,951 | 1,346,701 | 249,376 | 2,921,028 | 45 | 46 | 9 |
| 1955 | 1,765,204 | 1,698,176 | 413,806 | 3,877,186 | 46 | 44 | 10 |
| 1956 | 1,900,149 | 1,753,211 | 385,844 | 4,039,204 | 47 | 43 | 10 |
| 1957 | 1,876,214 | 2,103,000 | 537,657 | 4,516,871 | 42 | 47 | 11 |
| 1958 | 2,575,041 | 1,979,834 | 572,167 | 5,127,042 | 50 | 39 | 11 |

Notes:
1. Percentages rounded off to nearer whole.
2. Simplot did not produce dehydrated garlic.
3. Since Puccinelli data for 1948 is not available, the total for that year includes only Basic and Gentry.

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RESPONDENT'S EXHIBIT 171

Respondent's Exhibit 171

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2952 **RESPONDENT'S EXHIBIT 172**

**FRANK M. WILSON COMPANY**

Purchases (in Pounds) of Dehydrated Onion and Garlic from Gentry and Basic (1946-1958)

| Year | Gentry | | Basic | |
|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic |
| 1946 | 1,300 | 60 | No data | |
| 1947 | 700 | 540 | " | " |
| 1948 | 1,200 | 240 | " | " |
| 1949 | | | 800 | 390 |
| 1950 | | | 300 | |
| 1951 | | | | |
| 1952 | | | 1,420 | |
| 1953 | | | 3,900 | |
| 1954 | 3,000 | | | |
| 1955 | | | | |
| 1956 | 600 | | | |
| 1957 | 150 | | | |
| 1958 | 1,500 | | | |

Source of Gentry data; Service Bureau Corporation tabulation.

Source of Basic data (1949-1957): Commission's Exhibit 219.

2953 RESPONDENT'S EXHIBIT 173

CALIFORNIA PACKING CORPORATION
(All Plants)

Purchases (in Pounds) of Dehydrated Onion and Garlic from Gentry (1946-1958)

| Year | Onion | Garlic |
|---|---|---|
| 1946 | | |
| 1947 | | |
| 1948 | | 210 |
| 1949 | 1,000 | 270 |
| 1950 | 48,000 | |
| 1951 | 62,250 | |
| 1952 | 73,100 | |
| 1953 | 60,000 | |
| 1954 | 79,250 | |
| 1955 | 117,500 | |
| 1956 | 98,000 | |
| 1957 | 73,000 | |
| 1958 | 91,965 | |

Source: Service Bureau Corporation Tabulation

2954 **RESPONDENT'S EXHIBIT 174**

**RICHMOND CHASE CO.**
**San Jose, California**

**Food Manufacturer**

**Purchases (in Pounds) of Dehydrated Onion and Garlic from Gentry (1946-1958)**

| Year | Onion | Garlic |
|---|---|---|
| 1946 | | |
| 1947 | | |
| 1948 | | |
| 1949 | | |
| 1950 | 5,000 | |
| 1951 | 6,500 | 240 |
| 1952 | 2,500 | |
| 1953 | 2,500 | |
| 1954 | | |
| 1955 | | |
| 1956 | | |
| 1957 | | |
| 1958 | | |

Source: Service Bureau Corporation Tabulation.

Note: Richmond Chase bought 9,000 pounds of dehydrated onion from Basic Vegetable Products, Inc. in 1958 (A. 309).

2955 **RESPONDENT'S EXHIBIT 175**

**TEASDALE PACKING CO.**
**San Jose, California**

**Food Manufacturer**

**Purchases (in Pounds) of Dehydrated Onion and Garlic from Gentry (1946-1958)**

| Year | Onion | Garlic |
|---|---|---|
| 1946 | | |
| 1947 | | |
| 1948 | | |
| 1949 | | |
| 1950 | | |
| 1951 | 250 | 49 |
| 1952 | | |
| 1953 | | |
| 1954 | | |
| 1955 | | |
| 1956 | | |
| 1957 | | |
| 1958 | | |

Source: Service Bureau Corporation Tabulation.

2956 **RESPONDENT'S EXHIBIT 176**

**TIEDEMANN & MC MORAN**
**San Francisco, California**

**Wholesale Grocer**

**Purchases (in Pounds) of Dehydrated Onion and Garlic from Gentry (1946-1958)**

| Year | Onion | Garlic |
|---|---|---|
| 1946 | | |
| 1947 | | |
| 1948 | | |
| 1949 | 1,882 | |
| 1950 | 2,478 | |
| 1951 | 2,583 | |
| 1952 | 4,725 | 30 |
| 1953 | 2,614 | 9 |
| 1954 | | |
| 1955 | 135 | 216 |
| 1956 | 75 | 927 |
| 1957 | 219 | 2,724 |
| 1958 | | |

Source: Service Bureau Corporation Tabulation

2957 RESPONDENT'S EXHIBIT 177

GENTRY CALL REPORT

Salesman: Curtis & Springer Date: 5/7/58
Firm: Tiedemann & McMorran
Person Contacted: Harold Junge

Time here fifteen minutes. While here also saw Lee Pearson, canned goods and Institutional buyer. Checked stock cards, needed nothing. Personally feel we are no longer obtaining onion and garlic business due to Con Foods connection as previously expressed by Lee Pearson and reported in call report. However, this was not repeated at this meeting. In checking with Mr. Junge of government dept. wanted a quote on 7 Oz. whole for government bid but unfortunately we could not fill. Nothing else in our line at the present.

2958 RESPONDENT'S EXHIBIT 178

GENTRY CALL REPORT

Salesman: Curtis & Springer Date: 6/18/58
Firm: Tiedemann & McMorran, Ltd.
Person Contacted: Lee Pierson

Lee checked stock records, claimed needed nothing, it is our personal opinion he is now buying onion and garlic under private label from Puccinelli to save 1¢ or more a pound. They have given excuse we are part of Con Foods consequently only buy what necessary from us. Tried to interest Lee in pimientos, again he checked stock but loaded. Time here fifteen minutes.

2959 **RESPONDENT'S EXHIBIT 179**

**GENTRY CALL REPORT**

**Salesman: Curtis & Springer** **Date: 6/25/58**
**Firm: Tiedemann & McMorran**
**Person Contacted: Lee Pierson**

**Time spent here five minutes.**

**Sold:**

**120 lbs. in 24/1# Barbecue Spice mix for Sacramento. Lee still will not give us any onion and garlic due to our Consolidated Foods connections. Said this also on pimientos, although did admit picked up from Coastal Valley at low price. Could do nothing further on these items, Lee quite busy and could not push. We are attempting to run onion and garlic through Pauli so that we will be able to regain this business, might work. Could do nothing further here now. John Tiedemann was not available nothing to contact government department as already have options out with them on couple of small pimiento bids.**

2960 **RESPONDENT'S EXHIBIT 180**

**LAWRY'S FOODS, INC.**

Purchases (in Pounds) of Dehydrated Onion and Garlic from Gentry and Basic (1946-1958)

| Year | Gentry | | Basic | |
|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic |
| 1946 | | | No data | |
| 1947 | | | " " | |
| 1948 | | | " " | |
| 1949 | | | " " | |
| 1950 | | | " " | |
| 1951 | | | " " | |
| 1952 | | | " " | |
| 1953 | | | " " | |
| 1954 | | | " " | |
| 1955 | | | " " | |
| 1956 | | | " " | |
| 1957 | | | 61,550 | 35,400 |
| 1958 | 16,040 | | 160,275 | 99,250 |

Source of Gentry data: Service Bureau Corporation tabulation.

Source of Basic data: Lawry's records.

2961 **RESPONDENT'S EXHIBIT 181**

**MC CLINTOCK-STERN CO., INC.**
**(All Plants)**

**Purchases (in Pounds) of Dehydrated Onion and Garlic from Gentry and Basic (1946-1958)**

| | Gentry | | Basic | |
|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic |
| 1946 | 50 | 2,730 | No data | |
| 1947 | | 1,200 | " " | |
| 1948 | 331 | 857 | " " | |
| 1949 | 4,066 | 3,992 | " " | |
| 1950 | 2,051 | 5,778 | " " | |
| 1951 | 6,087 | 7,527 | " " | |
| 1952 | 3,303 | 6,729 | " " | |
| 1953 | 2,042 | 5,687 | 10,446 | 11,336 |
| 1954 | 1,207 | 3,274 | 8,325 | 16,078 |
| 1955 | 4,937 | 10,996 | 11,540 | 11,555 |
| 1956 | 5,546 | 5,748 | 12,588 | 13,309 |
| 1957 | 8,665 | 11,602 | 7,756 | 4,170 |
| 1958 | 10,733 | 19,473 | 4,541 | 5,981 |

Source of Gentry data: Service Bureau Corporation tabulation.

Source of Basic data: McClintock-Stern Co., Inc. records.

3000 RESPONDENT'S EXHIBIT 189

## BASIC DISTRIBUTORS[1]

### 1951 through 1958

| Name | First Sale | Last Sale |
|---|---|---|
| Foran Spice Company | 3/53 | 1/59 |
| Kears & Smith | 11/58 | 1/59 |
| Milwaukee Spice Mills | 6/48 | 6/55 |
| Asmus Brothers | 2/49 | 1/59 |
| Citrus Concentrate | 7/58 | 1/59 |
| Lafayette Packing | 2/58 | 1/59 |
| J. Raphael | 3/56 | 7/57 |
| Crescent Mfg. Co. | 11/51 | 1/59 |
| Chili Products Corporation | 3/51 | 1/59 |
| J. K. Laudenslager | 1/47 | 1/59 |
| H. J. Heinz Company | 1/49 | 1/59 |
| McCormick & Company | 1/47 | 1/59 |
| Forbes Tea & Coffee Company | 1/47 | 1/59 |
| Frank Tea & Spice Company | 7/48 | 1/59 |
| Woolson Spice Company | 10/47 | 1/59 |
| Sokol & Company | 1/48 | 1/55 |
| Tone Brothers | 1/47 | 1/59 |
| Westco | 9/48 | 1/59 |

[1] A distributor buys in large shipments, warehouses merchandise and sells in original containers to manufacturers, jobbers, hotels and restaurants. A distributor may use some of the material in his own manufacturing operation if there is one.

3001 **RESPONDENT'S EXHIBIT 190**

## MORGAN PACKING COMPANY, INC.

Purchases (in Pounds) of
Dehydrated Onion and Garlic
(1946-1958)

| | Gentry | | Basic | | Puccinelli | |
|---|---|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | | | No data | No data | No data | No data |
| 1947 | | | No data | No data | No data | No data |
| 1948 | | | No data | No data | No data | No data |
| 1949 | | | No data | No data | No data | No data |
| 1950 | | | No data | No data | No data | No data |
| 1951 | 275 | 69 | No data | No data | No data | No data |
| 1952 | | | No data | No data | No data | No data |
| 1953 | 10,500 | | No data | No data | No data | No data |
| 1954 | 4,300 | 660 | 24,900 | 2,880 | 600 | 120 |
| 1955 | 7,900 | 180 | 46,795 | 4,740 | 2,992 | |
| 1956 | 4,000 | | 57,250 | 2,400 | 1,000 | |
| 1957 | 4,500 | 1,740 | 81,525 | 3,240 | 1,600 | |
| 1958 | 25,055 | 1,800 | 86,070 | 3,840 | | |

Source of Gentry data: Service Bureau Corporation tabulation.

Source of Other data: Morgan Packing Company, Inc. records.

3002 **RESPONDENT'S EXHIBIT 191A-M**

List of All Companies Which Purchased at Least 10,000 Pounds of Dehydrated Onion or Garlic or Both from Gentry in Any Single Year from 1946 through 1958, Showing Which Companies Sold Products to Consolidated Foods Corporation During the Period January 1, 1950 to December 31, 1958

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| Albert Ehlers, Inc.<br>Brooklyn, New York | Yes | |
| American Home Foods, Inc.<br>Milton, Pennsylvania | Yes | |
| Anglo African Shipping<br>New York, New York | | No |
| Armour & Co.<br>Chicago, Illinois | Yes | |
| Ashleys, Inc.<br>El Paso, Texas | Yes | |
| Asmus Bros.<br>Detroit, Michigan | | No |
| Austex Foods Inc.<br>Austin, Texas | Yes | |
| B. Fischer & Co., Inc.<br>Bronx, New York | | No |
| B. Heller & Co.<br>Chicago, Illinois | Yes | |
| Baltimore Spice Co.<br>Baltimore, Maryland | Yes | |
| 3003 | | |
| Barnett Co.<br>Jersey City, New Jersey | | No |

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| Barra Frozen Fds.<br>River Grove, Illinois | | No |
| Basic Food Materials<br>Vermillion, Ohio | Yes | |
| Beech Nut Life Savers<br>Rochester, New York | Yes | |
| Bernard Food Products<br>Chicago, Illinois | | No |
| Blue Plate Foods, Inc.<br>New Orleans, Louisiana | Yes | |
| Blue Ribbon Foods Inc.<br>Suffern, New York | Yes | |
| Boullo Food Products<br>New York, New York | | No |
| Brockles Foods<br>Dallas, Texas | | No |
| Brown Miller Co.<br>New Orleans, Louisiana | Yes | |
| Buitoni Products Co.<br>So. Hackensack, New Jersey | Yes | |
| Bulmans Ltd.<br>Vancouver, B.C., Canada | | No |
| Butcher & Packer Supply Co.<br>Detroit, Michigan | | No |
| C. F. Sauer & Company<br>Richmond, Virginia | Yes | |
| Cairo Pickle Co.<br>Cairo, Georgia | | No |

3004

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| California Packing Corp.<br>San Francisco, California | Yes | |
| California Vegetable Concentrates<br>Huntington Park, California | Yes | |
| Castleberry Foods Co.<br>Augusta, Georgia | Yes | |
| Chili Products Corp.<br>Los Angeles, California | Yes | |
| Chun King Sales Inc.<br>Duluth, Minnesota | Yes | |
| Claridge Food Co.<br>Flushing, New York | Yes | |
| Columbia Conserve Co.<br>Indianapolis, Indiana | Yes | |
| Con Sausage & Meat Products<br>Cincinnati, Ohio | | No |
| Consolidated Foods Corp.<br>Chicago, Illinois | Yes | |
| Continental Coffee Co.<br>Chicago, Illinois | | No |
| Con Yeager Co. Inc.<br>Pittsburgh, Pennsylvania | | No |
| Crescent Mfg. Co.<br>Seattle, Washington | Yes | |
| David Berg & Co. Inc.<br>Chicago, Illinois | | No |
| Dottleys Adv. & Merch. Mt.<br>McGehee, Arkansas | | No |

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| Eelbeck Milling Co.<br>Jacksonville, Florida | | No |
| El Chico Foods<br>Dallas, Texas | Yes | |
| 3005 | | |
| Ellenville Wholesale Grocery<br>Ellenville, New York | | No |
| Ellis Canning Co.<br>Denver, Colorado | Yes | |
| F. H. Leggett & Co.<br>New York, New York | Yes | |
| F. H. Snow Canning Co.<br>Pine Point, Maine | Yes | |
| F. M. Stamper Co,<br>Moberly, Maryland | Yes | |
| Farmer Bros. Co.<br>Los Angeles, California | | No |
| Fearn Foods Inc.<br>Franklin Park, Illinois | Yes | |
| Flagstaff Foods Corp.<br>Perth Amboy, New Jersey | | No |
| Frank Tea & Spice Co.<br>Cincinnati, Ohio | Yes | |
| G. S. Suppiger Co.<br>Collinsville, Illinois | Yes | |
| Gage Food Products Co.<br>Chicago, Illinois | | No |
| Gebhardt Chili Powder Co.<br>San Antonio, Texas | Yes | |

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| Gel Spice Co.<br>Brooklyn, New York | | No |
| General Foods Corp.<br>White Plains, New York | Yes | |
| General Mills, Inc.<br>Minneapolis, Minnesota | Yes | |
| 3006 | | |
| Gerber Products Co.<br>Fremont, Michigan | Yes | |
| Glidden Co., Durkee Famous Foods Div.<br>Chicago, Illinois | Yes | |
| Gordon Beardmore & Co.<br>Oakville, Ontario, Canada | | No |
| Great Western Foods<br>Fort Worth, Texas | Yes | |
| Griffith Laboratories, Inc.<br>Chicago, Illinois | Yes | |
| Grocery Store Products Co.<br>West Chester, Pennsylvania | Yes | |
| H. J. Heinz Co.<br>Pittsburgh, Pennsylvania | Yes | |
| Haas Bros.<br>San Francisco, California | Yes | |
| Habitant Soup Co.<br>Manchester, New Hampshire | Yes | |
| Harris Food Products<br>Miami, Florida | | No |
| Harry's Spice Distributing Co.<br>Miami, Florida | | No |

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| Head Miller Inc.<br>Rochester, New York | | No |
| Hendersons Portion Pak Inc.<br>Coral Gables, Florida | | No |
| Hoger Corp.<br>New York, New York | | No |
| Hunt Foods Inc.<br>Fullerton, California | Yes | |
| 3007 | | |
| Hygrade Food Products<br>Detroit, Michigan | Yes | |
| Illinois Meat Co.<br>Chicago, Illinois | Yes | |
| Independent Cash & Carry, Inc.<br>Boston, Massachusetts | | No |
| Industrias Olympia C.A.<br>Caracas, Venezuela | | No |
| J. J. Gielow & Sons<br>Dearborn, Michigan | Yes | |
| J. K. Laudenslager, Inc.<br>Philadelphia, Pennsylvania | Yes | |
| J. L. Read Foods, Inc.<br>Streator, Illinois | Yes | |
| J. Ossola & Co. Inc.<br>New York, New York | | No |
| J. Pechman & Co.<br>Brooklyn, New York | | No |
| J. Raphael & Son, Inc.<br>New York, New York | Yes | |

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| Jay Are Paper Co.<br>Detroit, Michigan | | No |
| Jerry Lawrence<br>Fresh Meadows, L. I., New York | | No |
| John Morrell & Co.<br>Chicago, Illinois | Yes | |
| John Sexton & Co.<br>Chicago, Illinois | Yes | |
| John Wagner & Son<br>Hatboro, Pennsylvania | | No |
| 3008 | | |
| Joseph F. DeFrates<br>Springfield, Illinois | | No |
| Kal Kan Foods, Inc.<br>Los Angeles, California | Yes | |
| Kearns & Smith Co.<br>Chicago, Illinois | Yes | |
| Kern Foods Inc.<br>Los Angeles, California | Yes | |
| Kraft Foods Co.<br>Chicago, Illinois | Yes | |
| Krey Packing Co.<br>St. Louis, Missouri | Yes | |
| L. C. Forman & Son<br>Pittsford, New York | | No |
| Ladoga Canning Co.<br>Indianapolis, Indiana | Yes | |
| Lafayette Packing Co.<br>New York, New York | | No |

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| Lawrys Products Inc.<br>Los Angeles, California | Yes | |
| Lewis Food Co.<br>Los Angeles, California | | No |
| Louis Milani Foods, Inc.<br>Los Angeles, California | Yes | |
| Luer Packing Co.<br>Los Angeles, California | | No |
| Lykes Brothers<br>Tampa, Florida | | No |
| Manischewitz Food Prods.<br>Newark, New Jersey | | No |
| 3009 | | |
| Mannings, Inc.<br>San Francisco, California | | No |
| Manufacturers Coop. Assn.<br>Chicago, Illinois | | No |
| Marlo Packing Corp.<br>San Francisco, California | Yes | |
| Master Chef Foods<br>Philadelphia, Pennsylvania | | No |
| McClintock Stern Co.<br>San Francisco, California | Yes | |
| McCormick & Co., Inc.<br>Baltimore, Maryland | Yes | |
| McLaughlin Gormley King<br>Minneapolis, Minnesota | | No |
| Merchants Grocery Co.<br>Cleveland, Ohio | Yes | |

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| Michigan Mushroom Co.<br>Niles, Michigan | Yes | |
| Mid West Food Packers, Inc.<br>Fowlerton, Indiana | Yes | |
| Milwaukee Spice Mills<br>Milwaukee, Wisconsin | Yes | |
| Montrevil & Jacobsen Co.<br>Minneapolis, Minnesota | | No |
| Moore & Co. Soups, Inc.<br>Newark, New Jersey | Yes | |
| Morgan Packing Co.<br>Austin, Indiana | Yes | |
| Morris Wholesale Co.<br>Houston, Texas | | No |
| 3010 | | |
| Morton Foods<br>Dallas, Texas | Yes | |
| Mothers Foods, Inc.<br>Newark, New Jersey | | No |
| Mutual Spice Co.<br>North Bergen, New Jersey | Yes | |
| Naar Food Co.<br>Brooklyn, New York | | No |
| Nelsons Brokerage Co.<br>Atlanta, Georgia | | No |
| Otoe Food Products Co.<br>Nebraska City, Nebraska | Yes | |
| P. J. Ritter Co.<br>Bridgeton, New Jersey | Yes | |

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| Packers Lab, Inc.<br>Boston, Massachusetts | Yes | |
| Penick & Co.<br>New York, New York | Yes | |
| Pepperidge Farm, Inc.<br>Norwalk, Connecticut | Yes | |
| Pepper Products Co.<br>New York, New York | | No |
| Perservaline Mfg. Co.<br>Brooklyn, New York | | No |
| Puccinelli Packing Co.<br>Turlock, California | Yes | |
| Pure Foods, Inc.<br>Chicago, Illinois | | No |
| Quaker Oats Co.<br>Chicago, Illinois | Yes | |
| Quality Spice Corp.<br>New York, New York | | No |
| 3011 | | |
| R. C. Pauli & Sons<br>San Francisco, California | Yes | |
| R. E. Poss & Son<br>Athens, Georgia | | No |
| R. T. French Co.<br>Rochester, New York | Yes | |
| Rays Brand Products, Inc.<br>Springfield, Illinois | | No |
| Recipe Foods Inc.<br>Baltimore, Maryland | Yes | |

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| Reiss & Bernhard, Inc.<br>New York, New York | | No |
| Rival Packing Co.<br>Chicago, Illinois | Yes | |
| Robbins Sales Co.<br>New York, New York | | No |
| Rogay Food Supply Inc.<br>Los Angeles, California | | No |
| Rosita Products Co.<br>Mesa, Arizona | Yes | |
| Roy Bondy<br>Miami, Florida | | No |
| Royal Meat Products<br>Kansas City, Missouri | Yes | |
| S. E. Rykoff & Co.<br>Los Angeles, California | | No |
| S & G Grocer Co.<br>Detroit, Michigan | | No |
| S. Gumpert Co., Inc.<br>Jersey City, New Jersey | Yes | |
| S. M. Flickinger Co., Inc.<br>Buffalo, New York | | No |
| 3012 | | |
| Schiff Food Products Co.<br>Brooklyn, New York | | No |
| Schuckl & Co., Inc.<br>Sunnyvale, California | Yes | |
| Schwenger-Klein, Inc.<br>Cleveland, Ohio | | No |

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| Shedd Bartush Foods Inc.<br>Detroit, Michigan | Yes | |
| Silver Skillett Brands<br>Skokie, Illinois | Yes | |
| Sokol & Co.<br>Chicago, Illinois | Yes | |
| Southern Spice Co.<br>Shreveport, Louisiana | | No |
| Spiceland Products Inc.<br>Brooklyn, New York | | No |
| Spices, Inc.<br>Los Angeles, California | | No |
| Standard Brands, Inc.<br>Peekskill, New York | Yes | |
| Stokely Van Camp, Inc.<br>Indianapolis, Indiana | Yes | |
| Sunshine Specialty Products Co.<br>Los Angeles, California | Yes | |
| Sweetlife Food Corp.<br>Maspeth, L. I., New York | | No |
| Swift & Co.<br>Chicago, Illinois | Yes | |
| Terr, Foods Inc.<br>Park Ridge, Illinois | Yes | |
| 3013 | | |
| Texas Tavern Canning Co.<br>Seguin, Texas | | No |
| Thomas J. Lipton, Inc.<br>Hoboken, New Jersey | Yes | |

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| Thomson & Taylor Spice Co.<br>Chicago, Illinois | Yes | |
| Tone Brothers<br>Des Moines, Iowa | Yes | |
| Trenton Foods Inc.<br>Kansas City, Missouri | Yes | |
| United Gelatines Ltd.<br>Toronto, Ontario, Canada | | No |
| United Provision Co.<br>Philadelphia, Pennsylvania | | No |
| Universal Foods Corp.<br>Chicago, Illinois | Yes | |
| Van Loan & Co., Inc.<br>New York, New York | | No |
| Venice Maid Co.<br>Vineland, New Jersey | Yes | |
| Vevco Foods, Inc.<br>Belleville, Illinois | | No |
| Vienna Sausage Mfg. Co.<br>Chicago, Illinois | | No |
| Vincennes Packing Corp.<br>Vincennes, Indiana | Yes | |
| Wagner Bros.<br>Brooklyn, New York | | No |
| Wass Foods<br>Chicago, Illinois | Yes | |
| 3014 | | |
| White Castle System, Inc.<br>Columbus, Ohio | | No |

| Name and Location | Consolidated Supplier | |
|---|---|---|
| | Yes | No |
| White Tower Mgmt. System<br>Stamford, Connecticut | | No |
| Williams, West & Witts Produce Co.<br>Gary, Indiana | Yes | |
| Wilson & Co.<br>Chicago, Illinois | Yes | |
| Wm. J. Stange Co.<br>Chicago, Illinois | Yes | |
| Wolf Brand Prod. Co.<br>Corsicana, Texas | | No |
| Woolson Spice Co.<br>Toledo, Ohio | Yes | |
| Workman Packing Co.<br>San Leandro, California | | No |
| Worthington Foods<br>Worthington, Ohio | Yes | |
| Wyler & Co.<br>Chicago, Illinois | Yes | |
| XLNT Spanish Food Co.<br>Los Angeles, California | Yes | |

3085 **RESPONDENT'S EXHIBIT 196**

## STOKELY-VAN CAMP INC.

**Purchases (in Pounds) of Dehydrated Onions and Garlic From Gentry at All Purchasing Locations (1946-1958)**

| Year | Indianapolis, Ind. | | Oakland, Cal. | Mt. Vernon, Wash. | Fairmont, Minn. |
|---|---|---|---|---|---|
| | Onion | Garlic | Onion | Onion | Onion |
| 1946 | | | | | |
| 1947 | | | | | |
| 1948 | 93,872 | 16,680 | | | |
| 1949 | 49,345 | 14,400 | | | |
| 1950 | 65,700 | 26,280 | | | |
| 1951 | 183,160 | 21,300 | | | |
| 1952 | 141,700 | 21,480 | | | |
| 1953 | 47,500 | 23,040 | | | |
| 1954 | 26,150 | 6,840 | 200 | | |
| 1955 | 80,750 | 36,000 | | | |
| 1956 | 103,500 | 20,640 | | 1,000 | |
| 1957 | 51,000 | 6,180 | | 500 | 2,000 |
| 1958 | 49,800 | 6,180 | 500 | | 1,000 |

Note: Gentry made no sales to Brighton, Colo.; Griffin, Ga.; Newport, Tenn.; Lawrence, Kan.; Dallas, Texas; or Essex, Ontario, Canada.

Source: Gentry Sales Records.

3086 RESPONDENT'S EXHIBIT 197

BASIC VEGETABLE PRODUCTS, INC.

(J.H.H.) Date: December 1, 1953
Report No.: 239
Salesman: B.W.
Firm Name: J. J. Gielow & Sons
Person Contacted: L. J. Gielow

As previously reported, Sprague Warner is still bearing down hard on Gielow's sales manager to buy Gentry material. To date the implication has been only that we buy a lot of your pickles, why don't you buy some of our garlic? To my knowledge, no threat has been made nor has anything been put in writing.

Mr. Gielow advised that they have forwarded a check for the major part of their bill.

Would you possibly consider a coverage contract for this firm to the end of 1954? As you know most of their material is used in the fall. I have suggested to Mr. Gielow that if Sprague Warner becomes really insistent or makes a threat, that they purchase 5, or 10% of their material from Gentry since Gentry would have no way of knowing what percentage of the business they were getting.

Do you have any other suggestions on the handling of this reciprocity situation?

(Since making the above contact, I have read Mr. J. H. Hume's letter on the subject)

3087 RESPONDENT'S EXHIBIT 198

## THE WOOLSON SPICE COMPANY

### Purchases (in Pounds) of Dehydrated Onion and Garlic from Gentry and Basic (1946-1958)

| Year | Gentry | | Basic | |
|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic |
| 1946 | | | No data | No data |
| 1947 | | | No data | No data |
| 1948 | | | No data | No data |
| 1949 | | | No data | No data |
| 1950 | 2,730 | | 7,025 | 4,836 |
| 1951 | 6,810 | | 2,410 | 4,308 |
| 1952 | 19,024 | | 2,590 | 6,954 |
| 1953 | 8,104 | 540 | 5,717 | 9,012 |
| 1954 | 6,183 | 351 | 9,859 | 15,822 |
| 1955 | 15,952 | 11,055 | 15,508 | 24,528 |
| 1956 | 35,586 | 50,709 | 12,877 | 10,752 |
| 1957 | 50,903 | 53,279 | 10,535 | 756 |
| 1958 | 99,108 | 57,979 | 3,280 | 1,620 |

Source of Gentry data: Service Bureau Corporation tabulation.

Source of Basic data: The Woolson Spice Company records.

3088 **RESPONDENT'S EXHIBIT 199**

## JAMES H. FORBES TEA & COFFEE CORPORATION

### Purchases (in Pounds) of Dehydrated Onion and Garlic (1946-1958)

| | Gentry | | Basic | | Puccinelli | |
|---|---|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | | | No data | No data | No data | No data |
| 1947 | | | No data | No data | No data | No data |
| 1948 | | | No data | No data | No data | No data |
| 1949 | | | No data | No data | No data | No data |
| 1950 | | | No data | No data | No data | No data |
| 1951 | | | No data | No data | No data | No data |
| 1952 | | | No data | No data | No data | No data |
| 1953 | | | No data | No data | No data | No data |
| 1954 | | | 10,842 | 39,253 | | |
| 1955 | | | 17,218 | 41,914 | | |
| 1956 | | | 29,184 | 55,538 | | |
| 1957 | | | 40,839 | 69,050 | | |
| 1958 | | 600 | 35,658 | 88,314 | | 300 |

Source of Gentry data: Service Bureau Corporation tabulation.

Source of Other data: James H. Forbes Tea & Coffee Corporation records.

3089 **RESPONDENT'S EXHIBIT 200**

Purchases (in Pounds) of Dehydrated Onion and Garlic
By
Thomson & Taylor Spice Company
(1946-1958)

| | Gentry | | Basic | | Puccinelli | |
|---|---|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | 16,012 | 1,500 | No Data | | No Data | |
| 1947 | 15,700 | 1,650 | No Data | | No Data | |
| 1948 | 8,375 | 8,820 | No Data | | No Data | |
| 1949 | 2,848 | 7,149 | No Data | | No Data | |
| 1950 | 2,550 | 3,990 | No Data | | No Data | |
| 1951 | | | No Data | | No Data | |
| 1952 | | | | | 1,874 | 2,400 |
| 1953 | | | | | 1,586 | 2,700 |
| 1954 | 9,105 | 7,531 | | | 740 | 1,500 |
| 1955 | 3,808 | 4,794 | 2,921 | 4,800 | | |
| 1956 | 4,454 | 6,102 | 500 | | | |
| 1957 | 31,725 | 10,742 | | | | |
| 1958 | 16,883 | 5,280 | | | | |

Source of Gentry Data: Service Bureau Corporation.

Source of Other Data: Thomson & Taylor Spice Company Records.

3090 **RESPONDENT'S EXHIBIT 201**

**Purchases (in Pounds) of Dehydrated Onion and Garlic From Gentry by Wilson & Company (1946-1958)**

| Year | Gentry | |
|---|---|---|
| | Onion | Garlic |
| 1946 | 13,775 | 1,620 |
| 1947 | 31,900 | 2,820 |
| 1948 | 33,450 | 3,720 |
| 1949 | 26,000 | 2,820 |
| 1950 | 29,425 | 780 |
| 1951 | 30,850 | 600 |
| 1952 | 29,325 | 420 |
| 1953 | 35,625 | 1,080 |
| 1954 | 2,300 | 180 |
| 1955 | 1,270 | 420 |
| 1956 | 2,067 | 2,280 |
| 1957 | 10,750 | 2,040 |
| 1958 | 11,550 | 720 |

Source of Data: Service Bureau Corporation

3091 RESPONDENT'S EXHIBITS 202A-E

GENTRY DIVISION, CONSOLIDATED FOODS CORPORATION

POTENTIAL MAJOR CUSTOMERS

A. C. Legg Company
Birmingham, Alabama

A. Goodman & Son
Long Island, New York

Allen Foods, Inc.
St. Louis, Missouri

Allied Foods, Inc.
Los Angeles, California

American Home Foods
Milton, Pennsylvania;
Oakland, California

Armour & Co.
Chicago, Illinois

Aron Streit, Inc.
New York, New York

Asmus Brothers, Inc.
Detroit, Michigan

Atlas Supply Co.
Los Angeles, California

Austex Foods Co.
Austin, Texas

Beech-Nut Life Savers, Inc.
Rochester, New York

Bernard Food Products
Chicago, Illinois

Best Foods, Inc.
New York, New York

Bickford, Inc.
Long Island City, New York

Booth Fisheries
Chicago, Illinois

Brockles Food Co.
Dallas, Texas

Brooks Foods, Inc.
Collinsville, Illinois

Brunswick Freezer Corp.
Brunswick, Georgia

Buitoni Foods Corp.
South Hackensack, New Jersey

Bush Bros. Co.
Dandridge, Tennessee

Cain Coffee Co.
Oklahoma City, Oklahoma

Chun King Sales
Duluth, Minnesota;
Jackson, Ohio

Crystal Restaurants Corp.
Jacksonville, Florida

Cudahy Packing Co.
Omaha, Nebraska;
Phoenix, Arizona

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Curtis Bros.
Rochester, New York

David Davies Packing Co.
Columbus, Ohio

Derby Foods, Inc.
Chicago, Illinois

Dixie Lilly Milling Co.
Tampa, Florida

Dubuque Packing Co.
Dubuque, Iowa

E. B. Millar Coffee Co.
Denver, Colorado

Eelbech Milling Co.
Columbus, Georgia

El Chico Foods, Inc.
Dallas, Texas

Farmer Bros. Coffee Co.
Los Angeles, California

Fearn Foods, Inc.
Franklin Park, Illinois

Flotill Products Inc.
Stockton, California

Foran Spice Co.
Milwaukee, Wisconsin

Frank Tea & Spice Co.
Cincinnati, Ohio

Fred Fear Company
Brooklyn, New York;
Lewes, Delaware

Fred Mushroom & Co.
Lebanon, Ohio

Gebhardt Chili Powder Co.
San Antonio, Texas

Gel Spice Company
Brooklyn, New York

General Foods Corp.
White Plains, New York

Gennusso Food Products Co.
Fredonia, New York

George A. Hormel & Co.
Austin, Minnesota

George Miesel & Co.
Detroit, Michigan

Gerber Food Products
Rochester, New York

Great Western Foods
Fort Worth, Texas

Griffith Laboratories, Inc.
Chicago, Illinois;
Los Angeles, California

Grocery Store Products
West Chester, Pennsylvania

H. J. Heinz Company
Pittsburgh, Pennsylvania;
Tracy, California

H. J. Mayer & Son
Chicago, Illinois

Hershell Canning Co.
San Jose, California

Hirsch Bros. Co.
Louisville, Kentucky

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Hoger, Inc.
New York, New York

Howard Johnson
Long Island City, New York
Miami, Florida;
Wollaston, Massachusetts

Hudson Tea & Spice Company
Brooklyn, New York

I. J. Grass Co.
Chicago, Illinois

Illinois Meat Company
Chicago, Illinois

Instant Foods of Calif., Inc.
Modesto, California

Interstate Restaurant Supply Co.
Los Angeles, California

J. K. Laudenslager, Inc.
Philadelphia, Pennsylvania

J. L. Read, Inc.
Streator, Illinois

J. V. Sales
Newark, New Jersey

J. Weller & Co.
Oak Harbor, Ohio

Jersey Products
Chicago, Illinois

John E. Cain Co.
Cambridge, Massachusetts

John H. Sexton Co.
Chicago, Illinois;
Long Island City, New York

John Morrell & Co.
Ottumwa, Iowa

Kal-Kan Foods, Inc.
Los Angeles, California

Kimbell Food Products
Brownwood, Texas

Krey Packing Co.
St. Louis, Missouri

Kroger & Co.
Cincinnati, Ohio

Krystal Co.
Chattanooga, Tennessee

La Choy Foods
Archibold, Ohio

Lady's Choice
San Leandro, California

Lawry's Foods, Inc.
Los Angeles, California

Libby, McNeill & Libby
Chicago, Illinois

Louis Milani Foods, Inc.
Los Angeles, California

McCormick & Co.
Baltimore, Maryland

Michigan Mushroom Co.
Niles, Michigan

Morton Foods Corp.
Rye, New York

Morton Products Co.
Chicago, Illinois

3094

Mothers Foods
Newark, New Jersey

Mrs. Clark's Foods
Des Moines, Iowa

Naas Corp. of Indiana
Portland, Indiana

Nalley's Inc.
Tacoma, Washington

National Brands, Inc.
Miami, Florida

Obee Wholesale Grocers
Chicago, Illinois

Oscar Mayer & Co.
Madison, Wisconsin

Otoe Food Products Co.
Nebraska City, Nebraska

P. J. Ritter Co.
Bridgeton, New Jersey

Patio Foods
San Antonio, Texas

Peckman & Company
Brooklyn, New York

Pfeiffer Food Products
Buffalo, New York

Polomar Foods Co.
San Diego, California

Prince Castle
Naperville, Illinois

Pure Foods, Inc.
Mamaroneck, New York

Quaker Maid Company
Brockport & Brooklyn,
New York

Quality Spice Company
New York, New York

Ragu Packing Company
Rochester, New York

Ramsay Laboratories, Inc.
Cleveland, Ohio

Rays Brand Products Inc.
Springfield, Illinois

Red Wing Company
Fredonia, New York

Rokeach Food Co.
Farmingdale, New Jersey

Rosarita Mexican Foods
Mesa, Arizona

Royal Castle System, Inc.
Miami, Florida

S. S. Kresge Co.
Detroit, Michigan

Silver Skillet Products
Skokie, Illinois

Spice Islands
South San Francisco,
California

Star Coffee Co.
St. Louis, Missouri

Stokely-Van Camp, Inc.
Oakland, California

Teidemann & McMorran
San Francisco, California

3095

Terry Foods
Park Ridge, Illinois

Tone Brothers
Des Moines, Iowa

Trenton Foods
Kansas City, Missouri

V. La Rosa & Son
Hatboro, Pennsylvania

Van Loan & Company
New York, New York

Vengry Packing Co.
Syracuse, New York

Venice Maid
Vineland, New Jersey

Vevco Foods
Belleville, Illinois

Wagner Brothers
Brooklyn, New York

Westco Products Co.
Los Angeles, California

Whitson Food Products
Denton, Texas

Wilson & Co.
Chicago, Illinois

Wixon Spice Co.
Chicago, Illinois

Wm. J. Stange Company
Chicago, Illinois;
Oakland, California

3104 RESPONDENT'S EXHIBIT 204

## LOCATIONS OF GENTRY WAREHOUSE STOCKS OF DEHYDRATED ONION AND GARLIC

I. Locations of warehouse stocks in March, 1951:

Houston, Texas
San Antonio, Texas
Indianapolis, Indiana
New York, New York
Chicago, Illinois
Kansas City, Kansas
St. Louis, Missouri
Dallas, Texas
Jacksonville, Florida

II. Locations where warehouse stocks were added after March, 1951:

| Location | Year Added |
|---|---|
| Baltimore, Maryland | 1953 |
| Detroit, Michigan | 1953 |
| Cincinnati, Ohio | 1954 |
| Boston, Massachusetts | 1958 |
| Buffalo, New York | 1958 |
| Philadelphia, Pennsylvania | 1958 |
| Cleveland, Ohio | 1959 |
| New Orleans, Louisiana | 1959 |
| Hawaii | 1960 |

III. Locations where warehouse stocks were discontinued after March, 1951:

| Location | Year Discontinued |
|---|---|
| Indianapolis, Indiana | 1951 |
| Houston, Texas | 1959 |
| San Antonio, Texas | 1959 |
| Baltimore, Maryland | 1960 |

3105 RESPONDENT'S EXHIBITS 205A-B

GENTRY DISTRIBUTORS AS OF DECEMBER 31, 1958

| Name | City and State |
|---|---|
| *C. W. Antrim & Sons | Richmond, Virginia |
| B. Fischer & Co., Inc. | Bronx, New York |
| B. Heller & Co. | Chicago, Illinois |
| Baltimore Spice Co. | Baltimore, Maryland |
| C. F. Sauer & Company | Richmond, Virginia |
| Con Yeager Co., Inc. | Pittsburgh, Pennsylvania |
| Crescent Manufacturing Co. | Seattle, Washington |
| *Dottleys Adv. & Merchandise Mart | McGehee, Arkansas |
| *Harris Spice Co. | Miami, Florida |
| J. Raphael & Son Inc. | New York, New York |
| *Jaudon Spice Co. | Shreveport, Louisiana |
| *Kearns & Smith Company | Chicago, Illinois |
| McClintock Stern Co. | San Francisco, California |
| McLaughlin Gormley King | Minneapolis, Minnesota |
| *Mexican Chile Supply Co. | Fort Worth, Texas |
| *Milwaukee Spice Mills | Milwaukee, Wisconsin |
| *Morris Wholesale Company | Houston, Texas |
| Mutual Spice Company | North Bergen, New Jersey |
| *Nelsons Brokerage Company | Atlanta, Georgia |
| Packers Laboratory Inc. | Boston, Massachusetts |
| Pepper Products Co. | New York, New York |
| Rogay Food Supplies Inc. | Los Angeles, California |
| Schwenger Klein Inc. | Cleveland, Ohio |
| Southern Spice Company | Shreveport, Louisiana |
| Thomson & Taylor Spice Co. | Chicago, Illinois |
| United Gelatines Ltd. | Toronto, Ontario, Canada |
| Wm. J. Stange Co. | Chicago, Illinois |
| Woolson Spice Company | Toledo, Ohio |
| Glidden Co.- Durkee Famous Foods Div. | Bethlehem, Pennsylvania |
| McCormick & Co., Inc.- Schilling Div. | San Francisco, California |
| R. T. French Company | Rochester, New York |
| California Vegetable Concentrates | Huntington Park, California |

* First became a Gentry distributor after April, 1951.

3106

## COMPANIES THAT HAVE BEEN GENTRY DISTRIBUTORS SINCE APRIL, 1951 BUT WERE NOT SERVING AS SUCH ON DECEMBER 31, 1958

| Name | City and State |
|---|---|
| Asmus Brothers | Detroit, Michigan |
| Basic Food Materials | Vermillion, Ohio |
| Butcher & Packer Supply Co. | Detroit, Michigan |
| *Chili Products Corporation | Los Angeles, California |
| Frank Tea & Spice Co. | Cincinnati, Ohio |
| J. K. Laudenslager, Inc. | Philadelphia, Pennsylvania |
| R. C. Pauli & Sons | San Francisco, California |
| *The Hoger Corporation | New York, New York |
| Tone Brothers | Des Moines, Iowa |
| Van Loan & Co., Inc. | New York, New York |
| Griffith Laboratories, Inc. | Chicago, Illinois |

* First became a Gentry distributor after April, 1951.

NOTE: Chili Products Corporation was a distributor only during part of 1954.

3107 RESPONDENT'S EXHIBIT 206

Lloyd Bellisime 8/20/54
O & G competitive situation

Dear Lloyd:

Basic has now found out that deals alone are not helping them in our battle to beat their ears back. Thus they have resorted to two things, namely, 100,000 bacteria count and very white color. The most damaging of the two is bacteria count because this hurts with the larger accounts. Smaller accounts do not have the facilities to check these counts.

As you know they were instrumental in having Wilson & Co. add 100,000 count to their specs. You may have seen my 8/18/54 call report on Wilson. In this report you will note that through my efforts with Hank Fabian of their research department I have obtained a trial order for 100 lbs. If we are able to meet their specs., not only will we get back the Onion business we lost, but also some of their Garlic business which we haven't had.

Believe it or not, we have also been promised some business from Hormel providing we meet their specs. Others include J. L. Read, Kraft, Swift, etc.

Basic is quite concerned over the fact that we are knocking on the doors of all their pet accounts. In fact, I have been told that Jack Hume has given up his political ambitions and is back at the helm.

It certainly behooves us to find an early solution to this problem and we would welcome your advice.

Sincerely,

/s/ Marty

Chicago

3108 RESPONDENT'S EXHIBIT 207

Albert Vosti November 7, 1956

[Re:] Quality of Dehydrated Garlic, Particularly Granulated.

(Schilling, S. F.)

Dear Albert:

After reviewing all of the discussions we have had and the call reports, particularly in relation to Schilling & Company, I have come to the conclusion that it is absolutely necessary for us to review our whole garlic program, starting with the handling of the material from the fields through the processing to the final finishing. I believe, as we discussed, it will be necessary for us to tighten up considerably if we are to remain competitive in the garlic picture with such accounts as Schilling, R. T. French, Glidden, and in fact all of our granulated garlic customers.

As you know, Basic has dramatically improved the quality of their garlic and we have reasons to believe that this improvement is due to steps which they have taken starting with the field going through all of the processing to the final stages before it is packaged. I think we should tighten up our standards considerably and I think Tom should establish tentative standards and that all of us should review this whole program so that we are not in an inferior position on this product.

The unfortunate aspect of this situation is related to the fact that Gentry at one time was the acknowledged leader, quality and cost wise, and we have apparently been standing still while our competition has made great strides forward. Let us correct this situation as quickly as we can.

Sincerely,

Arthur N. Prater
President

ANP:haj
cc. Ken Stewart
Tom Lukes
Russ Wilder
Gordon Jensen
H. C. Gormly

3109 RESPONDENT'S EXHIBIT 208

GENTRY, INCORPORATED

Los Angeles 12, California
February 15, 1946
Price List on Onion and Garlic Products

| Product | Pack | Gilroy | Chgo. | Dallas | Houston | K.C. | N.Y. |
|---|---|---|---|---|---|---|---|
| Onion Powder | | | | | | | |
| White (Reg. Grind) | 2/25# | 72¢ | 74¢ | 74¢ | 74¢ | 74¢ | 74¢ |
| White, Special (Coarse Grind) | 2/25# | 80¢ | 82¢ | ... | ... | ... | 82¢ |
| Yellow (Reg. Grind) | 2/25# | 72¢ | 74¢ | 74¢ | 74¢ | 74¢ | 74¢ |
| Toasted | 2/25# | 78¢ | 80¢ | ... | ... | ... | 80¢ |
| Onion Chips and Flakes | | | | | | | |
| White or Yellow Chips | 55# | 88¢ | 90¢ | ... | ... | ... | 90¢ |
| Diced Onions | 50# | 88¢ | ... | ... | ... | ... | ... |
| White Flakes | 50# | 88¢ | 90¢ | ... | ... | ... | 90¢ |
| Yellow Flakes | 45# | 88¢ | 90¢ | ... | ... | ... | 90¢ |
| Toasted Yellow Flakes | 50# | 96¢ | ... | ... | ... | ... | ... |
| Garlic Powder | | | | | | | |
| "CO" (BAL Specs.) | | | | | | | |
| Regular Grind | 2/30# | 93¢ | 95¢ | 95¢ | 95¢ | 95¢ | 95¢ |
| Coarse Grind | 2/30# | 1.03 | 1.05 | ... | ... | ... | 1.05 |
| "WB" (Standard) | | | | | | | |
| Regular Grind | 2/30# | 87¢ | 89¢ | 89¢ | 89¢ | 89¢ | 89¢ |
| Garlic Flakes | 75# | 1.03 | 1.05 | ... | ... | ... | 1.05 |
| | 2/20# | 1.05 | ... | ... | ... | ... | 1.07 |

Stocks are carried at above warehouse city points for prompt shipment; poundage prices indicated are F.O.B. warehouses. Prices F.O.B. Los Angeles are ½¢ per pound more than Gilroy, California, prices.

Restaurant and Institutional Packs
(Hermetically sealed in key-strip tins)

| Product | Pack | F.O.B. Gilroy | F.O.B. Destination* |
|---|---|---|---|
| White Onion Powder .. | 24/1 lb (No. 2½ tin) | 88¢ lb | 90¢ lb |
| | 6/5 lb (No. 12 tin) | 84¢ lb | 86¢ lb |
| White Onion Flakes ... | 24/8 oz (No. 2½ tin) | 59¢ tin | 60¢ tin |
| | 6/2½ lb (No. 12 or 10) | 96¢ lb | 98¢ lb |
| "CO" Garlic Powder .. | 24/1 lb (No. 2½ tin) | 1.09 lb | 1.11 lb |
| | 6/5½ lb (No. 12 tin) | 1.05 lb | 1.07 lb |

* In minimum shipments of 100 pounds or four cases each.

Terms on all above items: 2% 10 days, net 30
All prices subject to change without notice.

3110 RESPONDENT'S EXHIBIT 209

Tom McGill January 22, 1954
[Re:] Distributor's Discount:

Dear Tom:

Wherever the distributor's discount is in order, we will at once apply it from the warehouse price rather than from the Gilroy price plus 3¢ as we formerly did. In other words, to be more explicit, regular white Onion Powder to a distributor would be 55¢ less 10%.

We have also noticed that Basic is delivering bulk Onion and Garlic products at FOB Destination basis. Naturally, we will have to meet this situation wherever we see it in evidence.

Sincerely,

Martin Kraham

MK:mf

3111 RESPONDENT'S EXHIBIT 210

February 2, 1954

[To:] Kraham, Kearney, McGill, Farrell, Schek, Shapiro, Read, Sherrod, Varner, GEC, Jr.

[Re:] Competitive Onion and Garlic Offerings
FOB Destination Basis

In some few instances it has been brought to our attention that Basic Vegetable Products Company has been offering FOB warehouse prices on an FOB destination basis. We have heard of this in Milwaukee, Chicago, Cincinnati and New York City. We have not had any evidence that Basic is making a general practice of offering warehouse prices FOB destination.

Wherever you should find this practice being made use of by Basic (and this should be verified) you may meet such competition and then so that we will not be showing partiality, offer the same proposition to other accounts in the same classification of business in that same area.

Please keep elated to competitive action as above, advising us of your findings. For the time we'll not make it a general policy to make all O & G prices FOB destination but we'll wait to see what further evidence we get of expanded usage by Basic.

Sincerely,

A. S. Pettit

ASP:mf

RESPONDENT'S EXHIBIT 211 .

GENTRY-CHICAGO OFFICE
941 WEST DIVISION STREET
CHICAGO 22, ILLINOIS
TELEPHONE: MOHAWK 4-8705

TELEPHONE
MICHIGAN 8031

GENTRY
A DIVISION OF
CONSOLIDATED GROCERS CORPORATION
GENERAL OFFICES - SUITE 5070 - TERMINAL ANNEX
LOS ANGELES 54, CALIFORNIA

GENTRY NEW YORK OFFICE
120 BROAD STREET
NEW YORK 4, NEW YORK
TELEPHONE: BOWLING GREEN 9-5800

CABLE ADDRESS
"GENTRY"

# BULK PACKS ONION and GARLIC PRICE SHEET

EFFECTIVE JULY 1, 1954 (Replaces price sheet 3.3)

| PRODUCT | PACK | GILROY | L.A. | N.Y. | BALTO. | JAX. | CHGO. | DETROIT | K.C. | ST.L. | DALLAS | SAN ANT. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ONION POWDER** | | | | | | | | | | | | |
| White (Reg. Grind) | 2/25# | .52 | .53 | .55 | .55 | .55 | .55 | .55 | .55 | .55 | .55 | .55 |
| White (Reg. Grind) | 6/4# | .57 | .58 | .60 | .60 | .60 | .60 | -- | .60 | .60 | -- | -- |
| White (Mfrs. Cse.Grind) | 2/25# | .57 | .58 | .60 | -- | -- | .60 | .60 | -- | .60 | -- | -- |
| White (Spcl Cse. Grind) | 2/25# | .57 | .58 | .60 | .60 | .60 | .60 | .60 | -- | -- | -- | -- |
| Yellow (Reg. Grind) | 2/25# | .42 | .43 | .45 | .45 | -- | .45 | -- | -- | -- | -- | -- |
| Toasted | 2/25# | .62 | .63 | .65 | .65 | .65 | .65 | .65 | -- | -- | -- | -- |
| GRANULATED ONION | 2/25# | .57 | .58 | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| SAUTAY ONION | 2/25# | .67 | .68 | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| **ONION GRANULES** | | | | | | | | | | | | |
| White | 2/15# | .57 | .58 | .60 | .60 | .60 | .60 | .60 | -- | .60 | .60 | -- |
| **ONION CHIPS** | | | | | | | | | | | | |
| White | 2/12½# | .57 | .58 | .60 | .60 | .60 | .60 | .60 | .60 | .60 | .60 | .60 |
| Yellow | 2/12½# | .57 | .58 | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| Toasted | 2/12½# | .67 | .68 | .70 | -- | -- | .70 | .70 | -- | -- | -- | -- |
| **ONION FLAKES** | | | | | | | | | | | | |
| White | 2/10# | .62 | .63 | .65 | .65 | .65 | .65 | .65 | .65 | .65 | -- | -- |
| Yellow | 2/10# | .62 | .63 | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| White (Special) | 2/8# | .62 | .63 | .65 | .65 | .65 | .65 | .65 | -- | -- | -- | -- |
| Toasted | 2/8# | .72 | .73 | .75 | .75 | .75 | .75 | .75 | -- | -- | -- | -- |
| **GARLIC POWDER** | | | | | | | | | | | | |
| 'CO' (MID Specs) Reg.Grind | 2/30# | .84 | .85 | .87 | .87 | .87 | .87 | .87 | .87 | .87 | .87 | .87 |
| 'CO' (MID Specs) Reg.Grind | 6/4½# | .89 | .90 | .92 | .92 | .92 | .92 | .92 | .92 | .92 | .92 | -- |
| Mfrs.Course Grind | 2/30# | .89 | .90 | .92 | .92 | -- | .92 | .92 | -- | -- | -- | .92 |
| Spec.Course Grind | 2/30# | .89 | .90 | .92 | .92 | .92 | .92 | .92 | -- | -- | .92 | -- |
| 'WB' (Standard) | 2/30# | .79 | .80 | .82 | .82 | .82 | .82 | .82 | -- | .82 | -- | -- |
| **GARLIC GRANULES** | 2/25# | .95 | .96 | .98 | .98 | -- | .98 | -- | .98 | -- | -- | -- |
| **GARLIC CHIPS** | 2/25# | .95 | .96 | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| **GARLIC FLAKES (Special)** | 2/15# | .99 | 1.00 | 1.02 | 1.02 | 1.02 | 1.02 | 1.02 | -- | 1.02 | 1.02 | -- |
| **GARLIC FLAKES (Regular)** | 2/15# | .99 | 1.00 | -- | -- | -- | -- | -- | -- | -- | 1.02 | -- |
| **GRANULATED GARLIC** | 2/3?# | .89 | .90 | -- | -- | -- | -- | -- | -- | -- | -- | -- |

10% Discount applies on minimum 1,000 lb. one-time shipments (one or more items) to direct users

LEVERPAK DRUMS OF ONION AND GARLIC PRODUCTS ARE AVAILABLE FROM GILROY ONLY: NET WEIGHTS ARE LISTED AT RIGHT. PRICES ARE SAME AS LOWEST GILROY PRICES QUOTED ABOVE.

Prices apply on minimum 100# one-time orders; (one or more items) otherwise 10¢ lb. higher.

| | ONION PRODUCTS | | GARLIC PRODUCTS | |
|---|---|---|---|---|
| | Drums | Drums | Drums | Drums |
| Powders | 250# net | 125# net | 300# net | 150# net |
| Granules | 175 | 105 | 250 | 150 |
| Chips | 150 | 90 | --- | --- |
| Flakes | 100 | 60 | 150 | 90 |
| *Tare | 20-21# | 13# | 20-21# | 13# |

TERMS: 1% 10 - NET 30

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

**WAREHOUSE STOCKS**

| East | | Central | | Southwest | |
|---|---|---|---|---|---|
| NEW YORK | Railroad Stores, Inc.<br>43 Leight Street | CHICAGO | 901 W. Division St. | DALLAS | Alford Refrigerated<br>318 Cadiz Street |
| | | DETROIT | Universal Warehouse Co.<br>4765 Bellevue Avenue | | |
| BALTIMORE | Bukert Terminals Corp.<br>1409 Thames St. | KANSAS CITY | Kansas City Term. Whse.<br>933 Mulberry Street | HOUSTON | General Warehouse<br>1301 Commerce St. |
| JACKSONVILLE | Merchants Cold Storage Co.<br>338 W. Bay Street | ST. LOUIS | Tyler Warehouse Co.<br>Collins & Dickson Sts. | SAN ANTONIO | Seabury Fireproof<br>315 N. Medina |

* SINCE 1919 *

RE-211 PRICE SHEET

RESPONDENT'S EXHIBIT 212

GENTRY CHICAGO OFFICE
901 WEST DIVISION STREET
CHICAGO 22, ILLINOIS
TELEPHONE: MOHAWK 4-0700

TELEPHONE
MICHIGAN 8031

GENTRY
A DIVISION OF
CONSOLIDATED FOODS CORPORATION
GENERAL OFFICES - BOX 5270 - TERMINAL ANNEX
LOS ANGELES 54, CALIFORNIA

GENTRY NEW YORK OFFICE
155 BROAD STREET
NEW YORK 4, NEW YORK
TELEPHONE: DIGBY 4-3060

CABLE ADDRESS
"GENTRY"

# BULK PACKS ONION and GARLIC PRICE SHEET

EFFECTIVE NOVEMBER 4, 1954

| PRODUCT | PACK | GILROY | L.A. | N.Y. | BALTO. | JAX. | CHGO. | DETROIT | K.C. | ST.L. | DALLAS | SAN ANT. | HSTN. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ONION POWDER** | | | | | | | | | | | | | |
| White (Reg. Grind) | 2/25# | .52 | .53 | .55 | .55 | .55 | .55 | .55 | .55 | .55 | .55 | .55 | .55 |
| White (Reg. Grind) | 6/4# | .57 | .58 | .60 | .60 | .60 | .60 | -- | .60 | .60 | -- | -- | -- |
| White (Mfrs. Cres.Grind) | 2/25# | .57 | .58 | .60 | -- | -- | .60 | .60 | -- | .60 | -- | -- | -- |
| White (Spcl Cres. Grind) | 2/25# | .57 | .58 | .60 | .60 | .60 | .60 | .60 | -- | -- | -- | -- | -- |
| Yellow (Reg. Grind) | 2/25# | .42 | .43 | .45 | .45 | -- | .45 | -- | -- | -- | -- | -- | -- |
| Toasted | 2/25# | .62 | .63 | .65 | .65 | .65 | .65 | .65 | -- | -- | -- | -- | -- |
| **GRANULATED ONION** | 2/25# | .57 | .58 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| **SAUTAY ONION** | 2/25# | .67 | .68 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| **ONION GRANULES** | | | | | | | | | | | | | |
| White | 2/15# | .57 | .58 | .60 | .60 | .60 | .60 | .60 | -- | .60 | .60 | -- | -- |
| **ONION CHIPS** | | | | | | | | | | | | | |
| White | 2/12½# | .57 | .58 | .60 | .60 | .60 | .60 | .60 | .60 | .60 | .60 | .60 | -- |
| Yellow | 2/12½# | .57 | .58 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| Toasted | 2/12½# | .67 | .68 | .70 | -- | -- | .70 | .70 | -- | -- | -- | -- | -- |
| **ONION FLAKES** | | | | | | | | | | | | | |
| White | 2/10# | .62 | .63 | .65 | .65 | .65 | .65 | .65 | .65 | .65 | -- | -- | -- |
| Yellow | 2/10# | .62 | .63 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| White (Special) | 2/8# | .62 | .63 | .65 | .65 | .65 | .65 | .65 | -- | -- | -- | -- | -- |
| Toasted | 2/8# | .72 | .73 | .75 | .75 | .75 | .75 | .75 | -- | -- | -- | -- | -- |
| **GARLIC POWDER** | | | | | | | | | | | | | |
| "CO" (MID Specs) Reg.Grind | 2/30# | .73 | .74 | .77 | .77 | .77 | .77 | .77 | .77 | .77 | .77 | .77 | .87 |
| "CO" (MID Specs) Reg.Grind | 6/4# | .78 | .79 | .82 | .82 | .82 | .82 | .82 | .82 | .82 | .82 | -- | -- |
| Mfrs.Coarse Grind | 2/30# | .78 | .79 | .82 | .82 | -- | .82 | .82 | -- | -- | -- | .82 | -- |
| Spec.Coarse Grind | 2/30# | .78 | .79 | .82 | .82 | .82 | .82 | .82 | -- | -- | .82 | -- | -- |
| "HD" (Standard) | 2/30# | .68 | .69 | .72 | .72 | .72 | .72 | .72 | -- | .72 | -- | -- | -- |
| **GARLIC GRANULES** | 2/25# | .84 | .85 | .88 | .88 | -- | .88 | -- | .88 | -- | -- | -- | -- |
| **GARLIC CHIPS** | 2/25# | .84 | .85 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| **GARLIC FLAKES (Special)** | 2/15# | .88 | .89 | .92 | .92 | .92 | .92 | .92 | -- | .92 | .92 | -- | -- |
| **GARLIC FLAKES (Regular)** | 2/15# | .88 | .89 | -- | -- | -- | -- | -- | -- | -- | .82 | -- | -- |
| **GRANULATED GARLIC** | 2/30# | .78 | .79 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| **PUREED GARLIC** | 1/50# | .44 | .45 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |

TERMS: 1% 10 - Net 30

Prices Subject To Change Without Notice

LEVERPAK DRUMS OF ONION & GARLIC ARE AVAILABLE FROM GILROY ONLY: NET WEIGHTS LISTED AT RIGHT. PRICES SAME AS GILROY PRICES QUOTED ABOVE.

| | ONION PRODUCTS | | GARLIC PRODUCTS | |
|---|---|---|---|---|
| | Drums | Drums | Drums | Drums |
| Powders | 250#net | 125#net | 300# net | 150#net |
| Granules | 175 | 105 | 250 | 150 |
| Chips | 150 | 90 | --- | --- |
| Flakes | 100 | 60 | 150 | 90 |
| *Tare | 20-21# | 13# | 20-21# | 13# |

Prices apply on minimum 100# one-time orders: (one or more items) otherwise 10¢ lb. higher

**WAREHOUSE STOCKS:**

| | Central | | East | | Southwest |
|---|---|---|---|---|---|
| CHICAGO | Kolmar River Term. Whse. 500 W. Cermak Rd. | NEW YORK | Railroad Stores, Inc. 42 Leight Street | DALLAS | Alford Refrigerated Whse. 318 Cadiz Street |
| DETROIT | Universal Warehouse Co. 4748 Bellevue Avenue | BALTIMORE | Robert Terminals Corp. 1409 Thames St. | HOUSTON | General Warehouse Co. 1301 Commerce Street |
| CINCINNATI | Queen City Whses., Inc. 42 Main Street | JACKSONVILLE | Vare Whse. Co., Inc. 1707 Industrial Blvd | SAN ANTONIO | Sealey Fireproof Storage Co. 318 N. Medina |
| KANSAS CITY | Kansas City Term. Whse. 933 Mulberry Street | | | | |
| ST. LOUIS | Tylor Warehouse Co. Collins & Dickson Sts. | | | | |

10% Discount applies on minimum 1,000 lb. one-time shipments (one or more items) to direct users.

* SINCE 1919 *

RE-212 PRICE SHEET 3 a

3114 RESPONDENT'S EXHIBIT 213

GENTRY
A Division of Consolidated Foods Corporation

To: All Salesmen March 10, 1955

Subject: Regular White and Banner Onion Powder Price Reductions

Bulletin No. 14

Gentlemen:

There will be certain changes in our price structure particularly concerning our Regular White Onion Powder.

FOB Whse. list price, in less than 1000# Quantities, 55¢ per pound.

Quote 55¢ as the delivered price only where necessary to meet competition.

The above price of 55¢ is currently in effect and therefore is not a change.

However, for 1000# quantities, the following prices will prevail:

40¢ per pound fob Gilroy
44¢ per pound various warehouses
45¢ per pound delivered

On Banner Onion Powder our prices will be as follows:

45¢ per pound delivered in less than 1000# quantities.
.378 per pound in 1000# quantities fob Gilroy (42¢ less 10%)
40½¢ per pound delivered (45¢ less 10%)

All other products are unaffected and will remain the same in price as heretofore.

The above prices are temporary and, therefore, are subject to change without notice.

Sincerely,

/s/ Joe Farrell
Joseph D. Farrell
Sales Manager

JDF:EM

# RESPONDENT'S EXHIBIT 214

CHICAGO OFFICE
[illegible] LINCOLN AVENUE
[illegible] ILLINOIS
[illegible] LINCOLN 9-3033

TELEPHONE
MICHIGAN 8031

GENTRY

A DIVISION OF
CONSOLIDATED FOODS CORPORATION
GENERAL OFFICES • BOX 3076 • TERMINAL ANNEX
LOS ANGELES 54, CALIFORNIA

GENTRY NEW YORK OFFICE
135 BROAD STREET
NEW YORK 4, NEW YORK
TELEPHONE: DIGBY 4-2040

CABLE ADDRESS
"GENTRY"

## BULK PACKS ONION and GARLIC PRICE SHEET

EFFECTIVE JULY 1, 1955

| PRODUCT | PACK | GIL. | L.A. | N.Y. | BALT. | JAX. | CHGO. | DE'T. | K.C. | ST.L. | DLLS. | SAN AN. | HSTN. | DESTN. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ONION POWDER | | | | | | | | | | | | | | |
| White (Reg. Grind) | 2/25# | .54 | .55 | .57 | .57 | .57 | .57 | .57 | .57 | .57 | .57 | .57 | .57 | .59 |
| White (Mfrs. Coarse Grind) | 2/25# | .59 | .60 | .62 | -- | -- | .62 | .62 | -- | .62 | -- | -- | -- | .63 |
| White (Spec. Coarse Grind) | 2/25# | .59 | .60 | .62 | .62 | .62 | .62 | .62 | -- | -- | -- | -- | -- | .63 |
| Yellow (Reg. Grind) | 2/25# | .54 | .55 | .57 | .57 | -- | .57 | -- | -- | -- | -- | -- | -- | .58 |
| Toasted | 2/25# | .64 | .65 | .67 | .67 | .67 | .67 | .67 | -- | -- | -- | -- | -- | .68 |
| GRANULATED ONION | 2/25# | .59 | .60 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | .64 |
| CAUTAY ONION | 2/25# | .69 | .70 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | .74 |
| ONION GRANULES | | | | | | | | | | | | | | |
| White | 2/20# | .59 | .60 | .62 | .62 | .62 | .62 | .62 | -- | .62 | .62 | -- | -- | .63 |
| ONION CHIPS | | | | | | | | | | | | | | |
| White | 2/12½# | .59 | .60 | .62 | .62 | .62 | .62 | .62 | .62 | .62 | .62 | .62 | -- | .63 |
| Yellow | 2/12½# | .59 | .60 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | .63 |
| Toasted | 2/12½# | .69 | .70 | .72 | -- | -- | .72 | .72 | -- | -- | -- | -- | -- | .73 |
| ONION FLAKES | | | | | | | | | | | | | | |
| White | 2/10# | .64 | .65 | .67 | .67 | .67 | .67 | .67 | .67 | .67 | -- | -- | -- | .68 |
| White (Grille Type) | 2/10# | .59 | .60 | .62 | -- | -- | -- | -- | -- | -- | -- | -- | -- | .63 |
| Yellow | 2/10# | .64 | .65 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | .68 |
| White (Special) | 2/6# | .64 | .65 | .67 | .67 | .67 | .67 | .67 | -- | -- | -- | -- | -- | .68 |
| Toasted | 2/8# | .74 | .75 | .77 | .77 | .77 | .77 | .77 | -- | -- | -- | -- | -- | .78 |
| GARLIC POWDER | | | | | | | | | | | | | | |
| [illegible] (Mfrs. Spec.) Reg. Grind | 2/30# | .75 | .76 | .78 | .78 | .78 | .78 | .78 | .78 | .78 | .78 | .78 | .78 | .79 |
| Mfrs. Coarse Grind | 2/30# | .80 | .81 | .83 | .83 | -- | .83 | .83 | -- | -- | -- | .83 | -- | .84 |
| Spec. Coarse Grind | 2/30# | .80 | .81 | .83 | .83 | .83 | .83 | .83 | -- | -- | .83 | -- | -- | .84 |
| [illegible] (Standard) | 2/30# | .70 | .71 | .73 | .73 | .73 | .73 | .73 | -- | .73 | -- | -- | -- | .74 |
| GARLIC GRANULES | 2/25# | .80 | .81 | .83 | .83 | -- | .83 | -- | .83 | -- | -- | -- | -- | .84 |
| GARLIC CHIPS | 2/25# | .80 | .81 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | .84 |
| GARLIC FLAKES (Special) | 2/15# | .90 | .91 | .93 | .93 | .93 | .93 | .93 | -- | .93 | .93 | -- | -- | .94 |
| GARLIC FLAKES (Regular) | 2/15# | .90 | .91 | -- | -- | -- | -- | -- | -- | -- | .93 | -- | -- | .94 |
| GRANULATED GARLIC | 2/30# | .80 | .81 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | .84 |
| PUREED GARLIC | 1/50# | .44 | .45 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | .49 |

[illegible] 10 - Net 30
[illegible] Subject To Change
Without Notice

LEVERPAK DRUMS OF ONION & GARLIC ARE AVAILABLE FROM GILROY ONLY: NET WEIGHTS LISTED AT RIGHT. PRICES SAME AS GILROY PRICES QUOTED ABOVE.

| | ONION PRODUCTS | | GARLIC PRODUCTS | |
|---|---|---|---|---|
| | Drums | Drums | Drums | Drums |
| Powders | 250#net | 125#net | 300# net | 150#net |
| Granules | 175 | 105 | 250 | 150 |
| Chips | 150 | 90 | --- | --- |
| Flakes | 400 | 60 | 150 | 90 |
| *Tare | 20-21# | 13# | 20-21# | 13# |

Prices apply on minimum 1000# one-time orders (one or more items), otherwise 10¢ a pound higher.

**WAREHOUSE STOCKS:**

| | Central | | Southwest |
|---|---|---|---|
| CHICAGO | Kolmar River Term. Whse. 500 W. Cermak Rd. | DALLAS | Alford Refrigerated Whse 318 Cadis Street |
| DETROIT | Universal Warehouse Co. 4765 Bellevue Avenue | HOUSTON | General Warehouse Co 1201 Commerce Street |
| CINCINNATI | Queen City Whses., Inc. 42 Main Street | SAN ANTONIO | Scobey Fireproof Storage Co 315 N. Medina |
| KANSAS CITY | Kansas City Term. Whse. 933 Mulberry Street | | |
| ST. LOUIS | Tyler Warehouse Co. Collins & Dickson Sts. | | |

| East | |
|---|---|
| NEW YORK | Railroad Stores, Inc. 2 Leight Street |
| EASTIMORE | [illegible] Terminals Corp. 1409 Thames St. |
| JACKSONVILLE | Vann Whse. Co., Inc. 1707 Industrial Blvd. |

ASSORTED SINGLE SHIPMENTS OF 1,000# AND OVER... LESS 10%

* SINCE 1919 *

RE-214 PRICE SHEET 3 b

3122 RESPONDENT'S EXHIBITS 215G-H

**Excerpt from Minutes of the Thirty-Seventh Meeting of the American Dehydrated Onion and Garlic Association**

In the course of the meeting there had been delivered to Mr. J. Hume a tin of "dehydrated onion flakes—packed by Schoenfeld & Sons—Paprika Exchange of America—New York". This, having been opened, was examined by those present at the meeting. Mr. J. Hume stated that it was assumed that this was an imported product, that the source was not known but that it was suspected that the product was imported from Egypt or Bulgaria. It was the unan-
3123 imous opinion of those present that the product was a good product and was an improvement over imported products which had been examined in the past. There was then a thorough discussion of the threat to the domestic industry posed by importation of dehydrated onion and garlic. It was the unanimous agreement of those present at the meeting that this Association should support laws and regulations which would require, on the container of any dehydrated onion or garlic product imported into this country and repacked in this country, a showing of the country of origin.

3126 **RESPONDENT'S EXHIBIT 216**

**GENTRY, INCORPORATED**

To: C. W. Strecker April 19, 1951
Subject: Western Grocery Company
Marshalltown, Iowa

Dear Chuck:

We note that subject concern's buyer has advised you that he is paying 36¢ per pound, fob destination, for a chili that he is buying from Spices, Inc., and while we assume this is chili powder, you did not say so.

Are we to understand that he is contracted between date and October 31st?

Your call report slip indicates that condition.

We note your comment to the effect that if we could not get his business one way, we would get it by joining them, and his remark to the effect that they were still free to buy outside, if they felt they could do better pricewise and quality-wise. That is absolutely correct, since we have been advised that by Mr. Nathan Cummings, Chairman of the Board of Consolidated Grocers. The fact that we now are part and parcel of the same organization does not in itself open the doors to all of Consolidated Grocers' divisions, and we still have a selling job to perform.

Sincerely,

/s/ Lloyd
L. C. Bellisime,
Vice President

LCB:am

3127 **RESPONDENT'S EXHIBIT 217**

**MC ELROY & PREWITT CO.**
**Des Moines 9, Iowa**

**Gentry, Incorporated** **August 6, 1951**
**Box 5307**
**Chicago, 80, Illinois**
**Attention: Mr. M. E. Atkinson**

**Dear Maury:**

On returning to the office this morning from a little vacation, we found your letter of July 21 concerning onion powder for Marshall Canning Company, Marshalltown, marked for our attention. The writer has not, of course, as yet had an opportunity to call on Mr. Tuttle of the purchasing department of Marshall Canning Company, and possibly will not be able to make this call for a few days.

In the meantime, we do not believe it would be advisable for you to discuss this matter with your local Consolidated Office. I believe it might do us more harm than good. We cannot help but feel we are getting office to a pretty good start with all divisions of the Consolidated Grocers' Company located at Marshalltown, and we believe that it will be better to bide our time for a few weeks and to try to work with the Marshalltown office as closely as possible.

Marshall Canning Company have, for the past year or so, bought some cheaper Onion Powder. I believe you have been aware of this fact. They have also been purchasing some Gentry's Onion Powder during the past year. We believe that they will give us their whole-hearted support on their own accord.

You, of course, realize that each division tries to show a profit, and, if they are able to buy ingredients at a lower figure on the outside than can be purchased from one of

their own affiliates, it is our understanding that they are free to do so, providing that these ingredients are of acceptable quality.

The Onion Powder which they have been purchasing from Sokol was approved by Marshall Canning Company's chemist, Mr. Goodale. To the best of our knowledge, they have never contended that this onion powder was as good as Gentry's onion powder, but they thought it was worth the money.

If, as a matter of policy, you do not wish to offer yellow onion powder to Marshall Canning Company, we, of course, will abide by your wishes in this matter. In the meantime, if you have any further ideas on this subject, we would appreciate hearing from you.

Sincerely yours,

McElroy & Prewitt Company
W. Earl Moore
Assistant Manager.

3128. RESPONDENT'S EXHIBIT 218

GENTRY, INCORPORATED

To: Mr. L. C. Bellisime Chicago, August 7, 1951

Dear Lloyd:

I am attaching copy of letter from Earl Moore of McElroy & Prewitt under date of August 6, in reply to my letter to him of July 21, copy of which is also attached.

Since you are going to call on Marshall Canning Company on your return, this correspondence may prove inter-

esting. Needless to say, we do not agree with Earl's thinking on this matter. We are also sending copies to Chuck, who will be in Marshalltown tomorrow. What we should find out and what we wanted Earl to find out is — what product this cheaper Egyptian material is being used for and how much of it is being used. If, after you have talked to Marshall Canning you find they are adamant about purchasing our regular white onion powder entirely, then you might want to offer them Banner or yellow onion powder, but I do not feel we should encourage them to purchase these products until we have exhausted our recourse on regular white material.

There is one other factor about this situation which disturbs me very greatly and that is this: if Sokol are the salesmen they think they are, they can certainly capitalize on this situation with the trade by pointing out that Egyptian onion powder has been approved by and is accepted by one of the Divisions of our own corporation. The information you gave Bob Cooper about the sulphiting of Egyptian material was extremely interesting and you may want to point out to Day that products with this type of material may not be acceptable in about twenty States where provisions against sulphiting exist.

This situation and the situation were Western Grocer and Reid Murdoch are still purchasing ground chili and capsicum spices from competition should give top management something to think about, because as long as these situations exist, our competitors have a beautiful selling tool with the balance of the trade by pointing out that these Divisions of the parent corporation prefer the competitive material over the material produced by our own Divisions.

Sincerely yours,

M. E. Atkinson.

MEA b

3129 RESPONDENT'S EXHIBIT 219

GENTRY CALL REPORT

Salesman: Olsten Date: 3/5/55
Firm: Western Grocer Co.
Person Contacted: Larry Henning

Larry very cooperative but men just do not push our items. Sold 15 cs of DRBP almost at once with the 25¢ salesmen allowance, but since then nothing. Set up bonus deal on WOF to run from 4/11/55 to 5/11/55 to see if we can stimulate some activity. Priced DRB at 5.05 a cs and .25 cs allowance to salesmen will show on invoice. Have moved very little Gran. G and Gran. O.

Sample Request: Send from L.A.
Send to attention of: Larry Henning
14 bonus sheets for WOF
36 miniature Gr. Garlic
36 miniature Gr. Onion

3130 RESPONDENT'S EXHIBIT 220

GENTRY CALL REPORT

Salesman: Olsten Date: 3/30/55
Firm: Western Grocer Co.
Person Contacted: Ralph Millhiser

Have to push hard here. Claims he does not do enough with our line to warrant handling, but I assured him he did. Will not add any new items until he gets better action on what he is now handling. Carries 2½ pimiento, but will not add 303 DRB until he cleans pimiento out.

Send bonus sheets for 7 men on WOF to run from 4/30/55 to 5/30/55.

3131 **RESPONDENT'S EXHIBIT 221**

GENTRY
A Division of
Consolidated Foods Corporation

(answered 4/13/55)

To: Lloyd Olsten April 8, 1955
Subject: Marshall Canning Company

Dear Lloyd:

I have read with interest your call report slip on subject concern, Hampton, Iowa, of March 30, and the thing of interest is the fact that they are thinking about buying a quantity of Diced Red Peppers and Diced Green Peppers, and that they would be taking the material in quantities of 1400 cases at a time.

I am sending a copy of this letter to Marty, since I note you are writing to him under separate cover on the situation. Needless to say, we want to do everything within our power to see that we get the business from Marshall Canning on that quantity, or whatever quantity is involved.

We note you list the price of $8.75 per dozen, fob Maryland, and that of course would be our price, fob Bridgeton.

Whatever you do, please do everything possible to see that we don't lose this business.

It is hard for me to believe that this company would report our quality as not being quite as good as Cannon's, in view of the fact that we are selling Diced Red Peppers nationally and we have had no question or adverse comment from any buyer, to my knowledge, that was really important.

We certainly hope we get the business, and we will be watching this with a great deal of interest, in view of the

fact that our stocks are heavy, and we certainly want to reduce this quantity.

In the event they become interested in buying at a less price, then give me a wire on the matter, and we will see what we can do, although we hope you can supply us with competitive offerings at the same time.

Sincerely,

/s/ Lloyd
L. C. Bellisime,
Executive Vice President

LCB:am
cc: Martin Kraham

3132 RESPONDENT'S EXHIBIT 222

GENTRY CALL REPORT

Salesman: L. Olsten Date: 6/1/55
Firm: Western Grocers
Person Contacted: Lynn Swayne

In March practically forced ten cases of diced bells 303's on Lynn. He has since reordered and today informed me that his stock was down to about five cases. However, he would not place reorder with me. They have tried white onion flakes, granulated garlic and granulated onion in the past and never did anything with them and finally wound up transferring them to one of the other divisions. This division will take a lot of prodding but should do a good job, especially in this area. Will not take in anything else at this time but future calls should bring them around. Main difficulty here is the lack of a good institutional salesman.

3133 RESPONDENT'S EXHIBIT 223

GENTRY CALL REPORT

Salesman: Kraham Date: 8/2/55
Firm: Marshall Canning Co.
Persons Contacted: Lyle Tuttle and Ralph Goodale

We really have some cousins here. The following is Goodale's report on DRBP dated July 12, 1955:

"Cannon has 11 ounces more peppers per case than Gentry. Cannon's peppers are firmer and thicker meated peppers and better quality."

Mr. F. S. Harrington, Supt. of their Ackley plant also prefers Cannons. As a result they purchased 250 cases of Cannon RED bell peppers at the same price as ours. I had quite a session with Ralph on this score and all I could get out of him was his assurance that they would run another test because if their test pack of pepper corn is successful, they will use vast quantities of RBP. They still persist in using raw onions in their spanish rice despite the fact that their sales have gone to pot. I am writing to J. Farrell under separate cover on this situation.

3134 RESPONDENT'S EXHIBIT 224

cc: Lloyd Bellisime 8-2-55

Joe Farrell August 8, 1955

[Re:] Marshall Canning Co.
Hampton, Iowa

Dear Joe:

I am writing to you relative to our cousins at Hampton, Iowa because the chances are you will not see my August 2 call report. To make a long story short, the following is Ralph Goodale's report on Diced Red Bell Peppers, dated July 12, 1955, "Cannon has 11 ounces more peppers per case than Gentry. Cannon's peppers are firmer and thicker meated peppers and better quality."

In addition to this report, Mr. F. S. Harrington, Superintendent of their Ackley plant also prefers Cannons peppers. As a result of this high class report they purchased 250 cases of Cannon peppers at the same price as ours, namely $8.75 fob East Coast.

Sometimes I wonder, Joe, when these so called cousins of ours are going to come down out of the clouds. Actually Marshall Canning Company faces many of the sales problems that we face. The longer Consolidated becomes the narrower our field becomes. The part of this story that really hurts is the fact that everytime I am out in the field and have an opportunity to recommend a potential sale through Consolidated Food Processors, I always contact Mr. Bischman or Allen Cummings. In fact the next time you are in Chicago, Joe, you can contact either Bisch or Allen and you will see that I have recommended a number of their very good accounts to them.

On the other hand, every time we call on one of our cousins we have strictly a hard time. Now you and I know

that if Ralph Goodale's report on Red Bell Peppers was an accurate one, we wouldn't sell enough of those Peppers to wad a shotgun. Actually we're doing a very good job with them and you know as well as I do we sell them to a lot of these major canners who make the same tests that Goodale is supposed to make.

As noted in my call report, after quite a session with Ralph, the only thing I could get out of him was his assurance that they would run another test, because as I said in this report if their test pack of peppercorn is successful they will use vast quantities of Diced Red Bell Peppers.

I would appreciate your discussing this situation with Lloyd Bellisime although I do not know what you can do from your end. In any event I think perhaps it is good business for some of the higher-ups in Consolidated to know what is going on in some of their divisions. With kindest regards,

Sincerely,

Marty Kraham

MK:ml

3135 RESPONDENT'S EXHIBIT 225

GENTRY
A Division of
Consolidated Foods Corporation

To: Marty Kraham October 26, 1955
Subject: Your Call Report—September 27, 1955

Dear Marty:

Relative to your Call Report of September 27, concerning the Consolidated Foods Corporation in River Grove, Illinois, you noted that we have already lost a major portion of their pimiento business, and you further note that unless we come out with a delivered price competitive with Georgia, we will lose 100% of their business.

Frankly, we are not concerned about losing 100% of their business, if we have to compete with prices which would mean a loss of profits to us. We will not know at what price we can sell our pimientos until the packs are concluded, which will be sometime around the latter part of November or the first of December. At that time, we will establish our costs for our pimiento line, and we will put our profit on the item and sell it to whomever will buy same, whether the customer would be Consolidated Foods or any other account.

We are not concerned with meeting competition from Georgia unless competition from them offers us a price by which we can make what we think is a normal profit.

The above is for your information, particularly with regard to the schedule of when we expect to have our prices ready on our pimiento pack. Nevertheless, in the future, we will be guided by our first years operation. We should be out with prices on pimiento and green chilies at the

same time as our competition. However, in our first year in canning these items, we cannot afford to do this—we can only wait until we have all of our costs, determine them, put our profit on same, and then sell it for these prices and let the chips fall where they may.

Sincerely,

/s/ Joe
Joseph D. Farrell,
General Sales Manager.

JDF:mg
cc-A. N. Prater
E. G. Lambrecht
G. E. Clausen, Jr.

3136 RESPONDENT'S EXHIBIT 226

GENTRY CALL REPORT

Salesman: Kraham Date: 6/12/56
Firm: Western Grocer Co.
Person Contacted: Jess More

I made this call in an effort to dispose of some of our stocks of canned pimientos. I had a long pleasant conversation with Jess and have been informed that Al Lerner, director of purchases, in River Grove for Consolidated buys all their pimientos. Under the circumstances this was a rather embarrassing situation in that Al has recently rejected our pimientos. Will discuss this situation further with Al Lerner when I return to Chicago.

3137 RESPONDENT'S EXHIBIT 227A-B

Oscar Schek New York September 5, 1957

[Re:] Phillips Packing Co., Cambridge, Maryland
Baltimore Spice Co., Baltimore, Maryland

Dear Oscar:

Over the period of the last two years, it has been recently noted, we have had very few call reports concerning the activity of the Phillips Packing Co., with respect to the purchasing of our type of seasonings.

Recently we have had reason to check into the background of the Phillips Packing Co. to find out what their purchasing habits have been concerning our onion, garlic, red pepper, paprika, chili, etc. Unfortunately, we have found that we have sold this company very little merchandise since 1952.

Therefore, I had assumed, and my memory takes me clearly back to covering this account—personally, slightly over three years ago—that Phillips was buying all of their onion and garlic products (or at least most of it) from the Baltimore Spice Company. At that particular time they used relatively little raw onion and garlic. They were buying onion powder and garlic powder in 2000# quantities. Mr. Harris had always assured Gentry of a good "shake of the dice." I also recall that this company used certain quantities of paprika, chili powder and cayenne pepper to a smaller extent.

We have checked the records for the last couple of years and have found that we have made no shipments to Phillips, directly, or indirectly through the Baltimore Spice Company. Nor have we issued the Baltimore Spice Company any 5% distributor discounts for their shipments of 500# minimum quantities of onion and garlic products from their own floor stocks.

On this basis we are assuming that we are not doing any business at all with the Phillips Packing Co.

Since the Phillips Packing Co. and Gibbs Packing Co. were merged into one company, called the Coastal Packing Co.; and since we have always done a good share of business with Gibbs, certainly we must be doing business with this unit, currently.

Also, is there any reason why Phillips Packing Co. insists on using raw onion and raw garlic in their various canned food items? If there is any one company that we should do a volume of business with it is this company.

You will recall certain correspondence, recently, in which you felt that it would be best to handle the Phillips Packing Co. through the Baltimore Spice Co. for reasons of good business. In view of the circumstances, as noted above, I hardly think the Baltimore Spice Company is doing anything of any service to us.

3138 Therefore, I believe, it is very necessary that you and Harry Allen call on this account much more frequently in the future than we have in the past—with the firm function in mind of converting this company over, exclusively, to our types of seasonings.

In the meantime, Oscar, will you send me a letter by return mail letting us know what is the exact status of our relationship with the Phillips Packing Co. regarding our various seasonings—either directly, or through the Baltimore Spice Co.

Thank you very much.

Sincerely,

Joseph D. Farrell
Vice President in Charge of Sales

JDF:dcs

cc: A.N.P.
E.G.L.
G.E.C., Jr.
New York

3139 RESPONDENT'S EXHIBIT 228A-B

cc. A. H. Prater
E. G. Lambrecht

September 10, 1957
Transcribed Sept. 13, 1957

J. D. Farrell

(Coastal)

[Re:] Phillips Packing Company, Cambridge, Md.
Baltimore Spice Company, Baltimore, Md.

Dear Joe:

This will answer your letter of September 5th.

Please note that the Phillips Packing Company or the Coastal Packing Company as they are now known, are presently using only small quantities of Powdered Onion and Garlic in the manufacture of one item—pork and beans.

Bill Harris informed us that they have purchased an occasional couple of hundred pounds, in any case less than 500 lbs., through the Baltimore Spice Company lately. This is the reason for your inability to find any commission claims from the Baltimore Spice Company.

Harris told us that all their formulas have been revamped in order to upgrade their quality standard, which was quite a necessity for anybody acquainted with the former quality of Phillips' products.

Their chemist, Bob Kirwan, apparently has some close ties with some of the lab people at the Campbell Soup Company in Camden, N.J. They profess to have entered manufacture of a tomato soup of the same quality standard of that of the Campbell Soup Company and, as Campbell, they are using raw onion in its manufacture. An indication that this contention is essentially true is the circumstance, that Bob Kirwan talks very much like the lab people of

Campbell Soup when discussing the flavor of dehydrated onion products, as Kirwan likened it to "similar to dried hay."

On his last call, July 8th, Bill White had quite a session with Bob Kirwan discussing the proper reconstitution and application of our onion products and forwarding samples of Ground Onion, Supreme American Paprika and Cayenne Pepper.

Since that time, we have only been in contact by telephone once with Bill Harris when we were informed that they are still using raw onion in their present manufacturing run of onion soup. Harris told us that in the very near future they will pick up between 500 and 1000 lbs. of Powdered Onion and "CO" Powdered Garlic at the Rukert Warehouse in Baltimore, as these products will be used in the manufacture of their upcoming production of pork and beans. Since the Gibbs operation was combined with theirs, they have not re-entered the production of catsup which is the reason for our inability to sell any more Fancy Paprika.

I have just received Harry Allen's itinerary according to which he will be in the Philadelphia area around Sept. 29th or 30th.

3140 As I will prepare for complete coverage of the territory with Harry as closely as possible following his moving here, I will schedule a call on Coastal Packing Company as the first order and follow through with a prompt detailed report.

Sincerely,
Oscar Schek

OS:hsj

3141 RESPONDENT'S EXHIBIT 229

Mr. Tom P. McGill — Chicago January 2, 1958

[Re:] Monarch Foods Canners & Processors
Sugar Land, Texas

Marshall Canning Company
Hampton, Iowa

Dear Tom:

Thank you very much for your letter of December 27 letting me know that Marshall Canning Company (Monarch Foods) in Hampton, Iowa, have been using Chili Colorado and Regal Paprika since Ralph Goodale approved of same back in 1956.

Besides using a competitive grade of chili pepper, their Sugar Land, Texas, plant also uses oleoresin of paprika which they buy from Stange—further provoking our best interests.

From a copy of my call report, you will know that they would be interested in getting away from the oleoresin of paprika and using our Regal Paprika if a chemist, in their organization, would submit a formula to them whereby they could make this change.

In this respect, your suggestion of contacting Mr. Ed Schoenfeld, River Grove, Illinois, might be a very good one and I would very much appreciate your following up on this matter the next time you are in River Grove; from this end we will send their Sugar Land, Texas, plant a sample of our Regal Paprika with some special comments that may be of help to them.

Again, we will look forward to hearing from you at your

very earliest convenience—after you have had an opportunity of discussing this further with Mr. Schoenfeld.

Sincerely,

Joseph D. Farrell
Vice President in Charge of Sales

JDF:dcs

cc: A.N.P.
E.G.L.
H.B.R.
G.K.J.
C.R.W.
R.Chana
Chicago

3142 RESPONDENT'S EXHIBIT 230A-D

GENTRY CALL REPORT

Salesman: McGill Date: 6/9/58
Firm: Marshall Canning Company
Person Contacted: Floyd S. Harrington

Spent approximately two and a half hours here. As we pretty well all know Consolidated Foods has three canneries in Iowa. One is at Marshalltown, one at Roland and one at Ackley. They have just gone over these operations and have consolidated them and have sold the Roland Plant, so please discontinue that from any mailing lists at all. The same thing holds true with the plant at Marshalltown, however, they did not dispose of it and are using it only as a warehouse and eventually will possibly use it to can corn only. At any rate please remove the Marshalltown Canning Company from the mailing lists, there is no reason

to send any literature there. In the future all contacts will be made here in Ackley and also the buying personnel will be here and the operating personnel. I had a long session with Floyd Harrington who is the Manager of this plant. It seems that I've gotton to the bottom of this chopped the using raw onions here, I gave Harrington and a Mr. Day who is the head of this division, Vice-
3143 President, of head of this division a good strong selling job for onions and I am confident that because of this we will definitely, they will definitely start to use dehydrated onions, however, they will take and make a test and this will not be done until September, unfortunately for us or maybe it's fortunately because of the shortage of chopped onion, they are making Spanish run starting tomorrow and will run approximately four days. This should take them and give them enough inventory until September. In September they will then take in some chopped onion and will then see how it works out in their Spanish Rice. Their main objection seems to come from the sales force, the sales force claims there wasn't the pieces of onion, they weren't large enough and could not be readily seen as in the other, or when using raw onion. This is probably due to using 3/8 in. piece of onion where our chopped onion is a little smaller than this. However, I pointed out the fact that after retorting our onion will strongly stand up where compared with the raw onion
3144 in the same state. At any rate you could all feel confident that in August I will make arrangement to send them enough chopped onion so as to run several batches the first part of September. If this works out they should use considerable onions. They seem to be very happy with our Chili Colorado and Regal Paprika, in fact, they like the Chili Colorado very much. Floyd did test out the 5# sample of Sugarland Texas Chili Pepper that was sent to

him for comparisons sake. He claims that he would want no part of this, that it does not give him any where the Chili Colorado which he is very happy with, so we left with matter as is and if Sugarland, Texas wishes to use this merchandise they are more than welcome to do so. They people are buying approximately 100 lbs. of Oleoresin a month from Fritchie & Company out of N.Y. Floyd did not know at the time what he was paying for it or the color value of this oleoresin but he claims it is a good product and is satisfactory to them. I told them about our 3145 material, that it's winterized and that it's the 40,000 color units and he said he would be more than happy to take a look at it and if satisfactory would replace Fritchie with Gentry. So please send sample below so that Floyd will have a chance to look into it. They also buy other oleoresins of paprika, cumin and so forth from Fritchie and Dodge & Olcott. Their use of these oleoresins seem to be quite heavy. I know that this will be of considerable interest to Mr. Farrell.

Send to the attention of Floyd S. Harrington, 2 small vials of Oleoresin of Paprika. In the sales promotion letter please quote fob. Oxnard price and state that the material is winterized and also the color value of 40,000.

3146 RESPONDENT'S EXHIBIT 231

GENTRY CALL REPORT

Salesman: Curtis Date: 10/27/55
Firm: Fred W. Albecht Grocer Co.
Person Contacted: Carl McDermott

Due to our connection with Consolidated Foods, Mr. McDermott will not buy from us unless absolutely necessary. Now buying onion flakes from Simplot at $6.19 per cse., 6/1¾# delivered—any quantity.

3147 RESPONDENT'S EXHIBIT 232

GENTRY CALL REPORT

Salesman: Curtis Date: 7/14/55
Firm: Fred W. Albecht Grocery Co.
Person Contacted: Carl F. McDermott

Mr. McDermott informed me that due to our Consolidated Foods Corp. connection, he could no longer buy from us as they are considered direct competition with them. He had not realized that we had been a member of this organization for as long as we were. He agreed our product was fine. In fact, he desired to carry our BBQ Spice. However, would not order. Will continue to call as situation might change and is a fair prospect.

3148 RESPONDENT'S EXHIBIT 233

GENTRY CALL REPORT

Salesman: Chana Date: 10/14/58
Firm: Allen Foods, Inc.
Person Contacted: Jack Goldenberg

Length of call 1 hour. Covered our complete line here and Jack has no objection to doing business with Gentry, however, his hands are tied because Mr. Ben Allen is anti-Consolidated Foods and refuses to do any business with Gentry because of this. Jack mentioned that the only thing we can do here is to mark time hoping that Mr. Allen's opinion towards Gentry changes. This firm handles a 1 lb. glass jar of Powdered Onion and Powdered Garlic which is packed for them by their manufacturing division, Halben Foods. This firm also handles a 1 lb. paprika and chili

powder and suspects this is Cal-Compack merchandise which Halben Foods purchases from Frank Fahrenkamp. Will follow up on the Halben Foods Division in a day or two, however, Mr. Allen pretty well controls the purchasing for both of these firms.

3149 RESPONDENT'S EXHIBIT 234

GENTRY CALL REPORT

Salesman: Varner—Read Date: 6/4/59
Firm: American Products Co.
Person Contacted: Morris Ginsberg.

Buyer explained he would like to buy Gentry but since Cliff Donnelly of E. B. Millar Coffee Co. resented Gentry's affiliation with Con. Foods, he could not deal with Gentry.

He uses about 4,000# Lge Sliced Garlic per year.

3150 RESPONDENT'S EXHIBIT 235

GENTRY CALL REPORT

Salesman: Varner Date: 3/12/59
Firm: American Products Co.
Person Contacted: Morris Ginsberg

Told me that if Donnelly would ever yield to Gentry, then he would be happy to give us the business.

3151 RESPONDENT'S EXHIBIT 236

June 15, 1959
dict'd 6/12

Mr. J. D. Farrell

Special Call Report with Everette Varner

[Re:] A. J. Bayless Markets, Inc.
111 East Henshaw Road
Phoenix, Arizona

Dear Joe:

Ev Varner and I called on the canned goods buyer, Robert Richards, here yesterday and were informed that their supervisors had voted unanimously not to add another brand of canned green chiles or pimientos. They have Dromedary glass and tin pimientos; Ortega and Mountain Pass green chiles. All three labels have been used for years, have very good acceptance and they cannot see any advantage to them in adding a new label—neither can they see any advantage in kicking out any of current labels to replace with unknown labels. Admits our pimientos and green chiles cut out well.

Philbrook knows Mr. Bayless and had written him that Ev and I would call on him this trip. Bayless was out when we called yesterday. Today we met him, said hello for Phil, left 4-oz. tin each of pimientos and green chiles for home trial, and asked his personal help in getting these packs into his stores. He says the fact we are a Division of Consolidated Foods is "2 strikes against us to begin with"—that since Con Foods has entered retail operations in other parts of the country they could well do so here—considers as potential competition at retail level, etc.

We had a friendly discussion but I don't believe we are very close to getting in here right away on pimientos and green chiles.

Ev will follow-up as usual on other trips. In the meantime, I hope Philbrook has enough influence with his friend "A. J." to further our cause here.

Sincerely,

Nat B. Read

NBR/rs

cc: Prater
Lambrecht
Philbrook
Varner.

3152 RESPONDENT'S EXHIBIT 237

GENTRY CALL REPORT

Salesman: Varner—Read Date: 6/12/59
Firm: Bayless Markets
Person Contacted: A. J. Bayless

This call was made as a result of letter by H. E. Philbrook (6/3/59) to try and obtain approval from top management for our canned goods line—retail pack.

This owner said that we had two strikes against us due to our being a division of Con. Foods whom he views as a potential competitor at any time in the future. This brought on considerable discussion. Left 4 of (illegible words) & 4 of green chili & pimiento.

3153 RESPONDENT'S EXHIBIT 238

GENTRY CALL REPORT

Salesman: Shapiro Date: 12/23/58
Firm: H. F. Behrhorst & Sons Company
Persons Contacted: Office Girl & Buyer via phone

Attention JDF: Please note memo letter sent to your attention on above account. Subject not interested to buy our line because of parent firm affiliation. Nothing else here.

3154 RESPONDENT'S EXHIBIT 239

Joseph D. Farrell December 29, 1958
Vice-President In Charge of Sales

Call
Report (12/23/58) for: H. F. Behrhorst & Sons Co.
2227 East Carson Street
Pittsburgh, Penna.
Mr. Clifford Behrhorst
Vice President

Dear Joe:

Called twice, personally, but buyer was out. Phoned buyer in special effort before leaving Pittsburgh to inquire why we could not run a special bonus contest for institutional onion/garlic line for January, 1959, with extra premium to be paid to salesman for placements.

Cliff bluntly informed us that he doubts if he will ever buy from Gentry Division, because of Consolidated Food ownership. Claims he is meeting competition from Con-

solidated Foods all over the country. This condition is not any different than it has ever been to my knowledge. We pointed out that good competition was the life blood of fair business. Discussed printed price sheets, and our keen desires as an independent, autonomous subsidiary to keep our trade informed on our price weight policies. We, also, stated that we did not violate F.T.C. by giving even the Monarch Foods Company anything but pricing based on our printed price list.

The writer told buyer that I would personally appreciate his patronage, but that all I could offer is quality merchandise—Gentry Brand—service, fair credit accommodations and sales agreement contract protection.

I have been suspecting this deviation for quite some time. The thing that I am concerned about is that Mr. Cliff Behrhorst is a high official with the United States Wholesale Association and wields influence with other jobbers which can be harmful.

Joe, would appreciate your comments on how we can overcome this animus or ill-will.

Sincerely,

Max Shapiro

MS:mv

cc: A. N. Prater
O. H. Schek
Daniel Walker

3155 RESPONDENT'S EXHIBIT 240

OTTOFY-JEHLING BROKERAGE CO.
St. Louis 2, Mo.

Gentry
Box 2076, Terminal Annex
Los Angeles 54, California

September 8, 1954

Subject: J. F. Conrad Groc. Co.
St. Louis, Mo.
Attention of Mr. Joe Farrell

Dear Joe:

I went out to J. F. Conrad Groc. Company this afternoon to try to get the contract for their Bell Peppers, as you know I received an S.A.P. from Conrad on June 3rd for 200 Cases #10 and 50 Cases of #303-s.

Mr. Conrad tells me that we are entirely too high and from him I secured a confirmation of the information which you already have. Ritter is offering $9.00 less 25¢ for delivery immediately and also less 10¢ additional on private label, the information we did not give you when Marty was down here is that Cannon is quoting $9.00.

Mr. Conrad brought out very plainly that he could not see any good reason why he should be paying us a premium especially when the Consolidated houses are his direct competitors. After I talked to him awhile longer I can practically assure you that we will not get the Conrad business on DRBP.

I know this information is not very encouraging but Joe by the same token I feel that I should let you know exactly what we are up against here in the St. Louis territory.

I was pleased to hear that you will be in California of

course naturally I envy you living in such a wonderful climate.

With kindest personal regards, I am

Yours very truly,

Ottofy-Jehling Brokerage Company
/s/ Frank

Frank B. Ottofy
rek

3156 RESPONDENT'S EXHIBIT 241

GENTRY CALL REPORT

Salesman: Kraham Date: 8/6/54
Firm: J. F. Conrad Grocery Company
Person Contacted: Eugene Conrad

We almost had a private label deal here on WOF, but he is buying Puccinelli at .68 less 10% and also he backdowned because of our affiliation with Consolidated Foods as he feels that Lee Foods and Monarch are his competitors. Under separate cover I am writing to Joe Farrell and Lloyd Bellisime as to the .68 price. Frank Ottofy will keep the situation alive. All other spices are packed by Durkee under private label. After we settle the WOF matter, we'll work on the balance of our line. Claim not to have any success with our Granulated Onion and Garlic and is not anxious to stock again and he is also waiting patiently for opening price on DRBP. If our price is competitive he will give us the labels so that we will be able to pack his SAP order that we are holding under his own private label.

3157 RESPONDENT'S EXHIBIT 242

GENTRY CALL REPORT

Salesman: Kraham Date: 10/25/56
Firm: Consumer Grocery Co.
Person Contacted: Paul Rally

While I had a very pleasant interview Paul does not feel favorably disposed towards any Consolidated Foods Div. I tried every trick in the book here to no avail.

3158 RESPONDENT'S EXHIBIT 243

GENTRY CALL REPORT

Salesman: McGill Date: 10/10/55
Firm: Consumer Grocery Co.
Person Contacted: Paul Rally

This call is similar to all other calls on this outfit. Paul refuses to do business with Consolidated Grocers, Gentry or me. He is still mad about a tentative order of 50 cs. WOF that I wrote for him and then in several weeks wrote to him asking for shipping instructions. Claims that I tried to shove 50 cs. down his throat.

3159 RESPONDENT'S EXHIBIT 244

GENTRY CALL REPORT

Salesman: McGill Date: 2/6/57
Firm: Consumer Grocery
Person Contacted: Paul Rally

Tried to interest Paul in pimientos but could get no place with him because of his anti-Con Foods feelings. This has been covered on numerous call reports so no sense in going to it again now.

3160 RESPONDENT'S EXHIBIT 245

GENTRY CALL REPORT

Salesman: Chana Date 7/10/57
Firm: Conway Importing Co.
Person Contacted: Pat Monnoco

Subject firm is a small user of Gran. Onion and Garlic and orders in small quantities as needed. Checked inventory and has enough material on hand at this time. Pat further explained that he does not care to do business with Gentry due to their connection with Con Foods.

3161 RESPONDENT'S EXHIBIT 246

GENTRY CALL REPORT

Salesman: Atella Date: August 27, 1958
Firm: Conway Importing Co.
Person Contacted: Pat Monnoco

This account is a small user of Gran. Onion & Garlic products. Stated he could not do business directly with Gentry for he feels we are competitors in so far as Consolidated Foods are concerned. Would not reveal the source of his onion & garlic requirements. As far as Pat stated, they may be Gentry products. Not interested in our BBQ or Pizza Spices.

3162 RESPONDENT'S EXHIBIT 247

GENTRY CALL REPORT

Salesman: White Date: April 22, 1959
Firm: Embassy Grocery Co.
Person Contacted: A. Tamaroff

Because of a conference, Mr. Tamaroff was able to give me only a short period of time here. They continue to buy from our competitors since they feel we are competitive to them as they operate in the wholesale grocery field in the Baltimore, Washington area in competition with Monarch Finer Foods.

3163 RESPONDENT'S EXHIBIT 248

(Embassy Grocery Co. New York)

GENTRY CALL REPORT

Salesman: OHS Date: 1/13/59
Firm: Quality Spice Co.

Spent 2½ hours indoctrinating their new institutional salesman, Mr. Cloyd S. Hopfer.

This gentleman was formerly institutional sales manager for American Home Foods, and subsequently operated as a broker, and who has now joined forces with Quality Spice Co.

We are looking forward to overcome many of the recent opposition to Gentry from certain institutional wholesalers, like Embassy Grocery, Behrhorst, etc., because of our being a division of Con. Foods; because of his close contact with these organizations, Cloyd believes he will overcome this disadvantage, and for this reason do we think that the new turn of events at Quality Spice will be most beneficial to us.

3164 RESPONDENT'S EXHIBIT 249

GENTRY CALL REPORT

Salesman: White Date: Dec. 29, 1958
Firm: Embassy Grocery Co.
Person Contacted: Receptionist

Buyer Schwartz and Sales Manager Tamaroff in conference and not available.

Attn.: OHS

Believe we have lost to Basic because of Consolidated Foods competition to their (Embassy's) branch operation. Will confirm.

3165 RESPONDENT'S EXHIBIT 250

GENTRY CALL REPORT

Salesman: White Date: July 11, 1955
Firm: Embassy Grocery Co.
Person Contacted: A. Tamaroff

Just received 100 CS #10 WOF & 10 CS Gran Garlic, enough sautay, gran onion, DRBP, Paprika in bulk for repacking.

This firm now operating in Baltimore & expresses some concern on competition from C. D. Kenney claiming that firm operates 18% gross. Discussed fully our position regarding the various consolidated operation, our equal pricing policies etc. & pointed out that a number of other wholesalers in the Baltimore [sic] found no difficulties.

3166 RESPONDENT'S EXHIBIT 251

Memo
GENTRY
Los Angeles

December 5, 1960
(Dictated 12-1-60)

To: Joseph D. Farrell
From: Nat B. Read
Subject: Special Call Report with Richard Chana
C. F. Emling Company
2305 West Erie Street
Chicago, Illinois

Mr. Emling is admittedly anti-Consolidated Foods. Says he has no interest whatever in "helping Consolidated Foods make any profit". We gave the logical reasons against this attitude. Gentry used to sell this firm their private label

#10 Onions and Granulated Onion and Garlic, but lost it because of our Consolidated Foods connection.

We cut a tin of pimientos. He doesn't handle now, liked looks of our product and will check with his salesman. His business is largely to schools and hospitals, all private label. Could undoubtedly do good job on pimientos. Could be interested in dehydrated red and green bell peppers if we have later. Dick Chana will follow up.

/s/Nat

NBR:bs

cc: Lambrecht
Albright
McGill
Chana
Chgo Office

3167 RESPONDENT'S EXHIBIT 252

GENTRY CALL REPORT

Salesman: McGill Date: 5/1/56
Firm: C. F. Emling
Person Contacted: Harry Emling

This is strictly a no dice deal. Cannot get any place with Harry any more. He is strictly anti-Con Foods.

3168 RESPONDENT'S EXHIBIT 253

GENTRY CALL REPORT

Salesman: Chana Date: 9/19/57
Firm: C. F. Emling Co.
Person Contacted: C. F. Emling

The only item in our line handled by this firm used to be the twin pack of Sautay Onion and also the twin pack of Gran. Garlic and Sautay Onion. However, since this these items have been discontinued by Gentry and also by this firm. The situation here is that this firm claims to be in direct competition with Con Foods and consequently is strictly anti-Con Foods and would not make any changes under any circumstances from their present suppliers and definitely would not consider doing business with Gentry unless Gentry severed their relations with Con Foods.

3169 RESPONDENT'S EXHIBIT 254

GENTRY CALL REPORT

Salesman: R. K. Chana Date: 8/27/59
Firm: C. F. Emling Company
Person Contacted: Harry Emling

I had a very good interview here with Emling. However, am sorry to report that he is still very anti-Gentry because we are a division of Consolidated Foods.

Presently handles the glass pack of Gran. Onion and Gran. Garlic, as well as No. 10 tins of Sliced and Minced Onion. Would not reveal source of supply but I presume it to be Basic since this firm is a division of Morton Prod-

ucts, who buy their onion and garlic requirements from Basic.

Did not get the opportunity to discuss cannery items. Did cover the details of our institutional O&G jobber promotion, however there was no interest here only due to the fact that, again, this firm is very anti-Gentry.

3170 RESPONDENT'S EXHIBIT 255

GENTRY CALL REPORT

Salesman: Atella Date: 5/14/59
Firm: Frank Brothers
Person Contacted: Irv Levenson

Covered our full line, institutional onion and garlic items and bulk capsicums. Discussed new onion and garlic prices with buyer and tried to get him to order from Gentry and also suggested entering into a contract with Gentry covering these items.

Irv is very anti-Con Foods, calling us his direct competitors. Present time he is purchasing private label sliced onion from Basic and the #10 tins and chili powder, paprika from Wixon Spice. Although he confesses to be anti-Con Foods he is still showing tendency to be friendly and we believe we may be able to do something here in the future.

3171 RESPONDENT'S EXHIBIT 256

GENTRY CALL REPORT

Salesman: Atella Date: March 19, 1959
Firm: Frank Bros.
Person Contacted: Irving Levenson

Mr. Levenson said that he could not buy any merchandise from Gentry due to their affiliation with Con. Foods. Although he was very definite in this respect, we did have a very long and friendly visit. He claims he purchases 100 cs at a time of private label sliced onion from Basic under his own label which is called Dried Onions. Purchases chili pdr, paprika and other spice items from Wixon. While talking with Mr. Levenson I saw a couple of cs of Gran. Garlic under the Tru-Lee Brand label laying on his floor. Although Mr. Levenson seemed very friendly, he was very definite in his refusal to buy from Gentry due to our Con. Foods association.

3172 RESPONDENT'S EXHIBIT 257

GENTRY CALL REPORT

Salesman: Olsten Date: 8/8/55
Firm: Frank Bros. Inc.
Person Contacted: Irving Levinson

Firm distributes coffee and tea.

Irving picked up 8 cases of Gran. Garlic and 2 cases of Gran. Onion from Milwaukee Spice prior to departure on his vacation. Said that he would have given the order to me but the Milwaukee Spice salesman claimed that we would both get credit if the order went through him. Irving is anti-Con Foods and there is very little hope of getting his onion flakes business or the remainder of his spice business. All of his packaged spices are being put up by Wixon and he is buying all of his bulk material from them also. At present only good for an occasional order on gran. onion and garlic. Is not interested in any specialties and will not consider Diced Red Bells or pimiento.

3173 RESPONDENT'S EXHIBIT 258

GENTRY CALL REPORT

Salesman: White Date: 7/13/55
Firm: Frank Bros.
Person Contacted: Secretary

Irving is on two weeks' vacation and will be back sometime around the first of August. This firm uses our Gran. Garlic and Garlic Powder, however, will not give us any business on WOF due to the Consolidated Foods Assoc. Milwaukee Spice is calling on this account and has a close relationship and hopes some day soon to be able to work out something thru them.

3174 RESPONDENT'S EXHIBIT 259

GENTRY CALL REPORT

Salesman: Olsten Date: 9/20/54
Firm: Frank Bros. Inc.
Person Contacted: Irving Levinson

Levinson said he had signed contract for private label with Laff and that they had given him a good deal (better than what we were offering). Further stated his business had quadrupled using Laff material. I easily discounted all his arguments and he finally told me he would only take Gentry as a last resort as 2 years ago Sprague Warner took his best account away and he has been anti-Consolidated ever since. His attitude was not hostile and future calls may wear him down. Buys bulk pap. & chili pdr. and is prospect for entire Inst. line.

3175 RESPONDENT'S EXHIBIT 260

GENTRY CALL REPORT

Salesman: M. Kraham Date: 11/11/53
Firm: Frank Bros. Inc.
Person Contacted: Irving Levinson

This bird is allergic to Con. Grocers—claims we give him too much competition through Sprague Warner. Now buying Laff Chopped Onions (Basic) at 65¢—Cal Compak bulk chili pdr. at 38¢—most other spices from Wixon. Interested in Kingley Paprika—asked that I phone him in 2 weeks—Enough Gran-O & G—not interested in bonus deals at this time.

3176 RESPONDENT'S EXHIBIT 261

GENTRY CALL REPORT

Salesman: L. Olsten Date: 1/17/56
Firm: Frank Bros. Inc.
Person Contacted: Irving Levinson

On occasion Irv gives us a token order but this is a mere formality. Has a long standing grudge against Consolidated Foods due to the fact that they took away one of his prime customers on coffee etc. Does not intend to give us any more business than absolutely necessary, however, is friendly enough to the degree that he does not want to shut us off completely. Has been pushing our gran. garlic with a fair degree of success and when possible will order in min. quantity in the near future. Most of his private label spices are packed by Wixon.

3177 RESPONDENT'S EXHIBIT 262

GENTRY CALL REPORT

Salesman: Olsten Date: 9/10/56
Firm: Frank Bros. Inc.
Person Contacted: Pete

Irv will not be in for a couple of days so spoke to his man in the back, Pete. They buy most of their spices from Wixon, however, have been handling our Gran. Garlic. See that they still have a few cs. in stock and buys 100# when needed. Is anti-Con Foods hence we have been unsuccessful in developing any bulk business here.

3178 RESPONDENT'S EXHIBIT 263

GENTRY CALL REPORT

Salesman: Olsten Date: 4/16/57
Firm: Frank Bros. Inc.
Person Contacted: Irving Levinson

Irv is anti-Consolidated Foods since he lost our account because of them and the only time he will buy from us is the gran. garlic which is a must for them. He buys all of his bulk spices from Wixon and despite our many quotes and offers to cooperate will not give us any business. Nothing else in our line used.

3179 RESPONDENT'S EXHIBIT 264

(4/21/52 AP)

GENTRY CALL REPORT

Salesman: Estes Date: 4/17/52
Firm: Great Western Foods
Person Contacted: Mr. Martin

No change in status here. Martin (altho he won't admit it) quit us because we are competitors of his in Marshall Canning Co. now. Still says one of these days he will buy something from us.

3180 RESPONDENT'S EXHIBIT 265

GENTRY CALL REPORT

Salesman: Estes Date: 1/24/52
Firm: Great Western Foods
Person Contacted: Mr. Martin

As you know this is one acct who took exception to the Gentry merger, and have quit us. I had an opportunity for a long talk with Martin today and think I have shown him he should trade with us. At least he indicated that his feeling was somewhat changed since our talk. Will see what develops.

3181 RESPONDENT'S EXHIBIT 266

(3/19/52 AP)

GENTRY CALL REPORT

Salesman: Estes Date: 3/17/52
Firm: Great Western Foods
Person Contacted: Mr. Martin

Just can't get an order here. Martin does not take kindly to Consolidated, claiming they are competitors of his on Marshall Canning Co's lines. Advises he is buying chili pods from Miller Bros in 25# bxs at 29½¢ FtWorth, in 25 to 50 box lots as he needs them out of Millers local whse stock. Still says he will pick up some O&G from our Dallas whse one of these days, but this I doubt, as long as he feels as he does on Marshall Canning Co's competition.

(Ent 2/18/52 AP)

GENTRY CALL REPORT

Salesman: Estes Date: 2/14/52.
Firm: Great Western Foods
Person Contacted: Mr. Martin

Still not able to sell Martin anything. He always harps back to Consolidated being his competitor on Mex style beans and spanish rice.

3182 RESPONDENT'S EXHIBIT 267

G.E.C.

GENTRY CALL REPORT

Salesman: Estes Date: June 6, 1952
Firm: Great Western Foods
Person Contacted:

You know the buyer, Martin. Ed reports a feeling of prejudice here against Gentry as a part of the Consolidated Grocers Corp. on the basis of some of the divisions of the parent company being direct competitors with Great Western Foods. The chief grievances against Marshall Canning Company via the Sugar Land, Texas plant.

This account has been getting chili pods in 25# boxes from Miller Bros. at 29½¢ Fort Worth in from 25 to 50 box lots at a time.

The O & G powders above have been withdrawn as needed from the Dallas warehouse stock on May 22nd at Ed's request, sample of YOP sent at the current price 37½¢ per lb. f.o.b. Gilroy. Last report from Ed May 29th test hasn't as yet been made but expected to do it early this week.

A. S. P.

3183 RESPONDENT'S EXHIBIT 268

GENTRY CALL REPORT

Salesman: Varner Date: 12/16/52
Firm: Griffin Grocery Company
Person Contacted: Ray Ashley
Attn: Gentry management only

NO SALE. This guy is always friendly in a way, but he always has to blow his stack about this Consolidated deal. In the days of the K-K-K here in Oklahoma, he must have been the Head Dragoon.

He got off about his trip to the Coffee Convention, how he picked up the story of how Consolidated bought two firms back East recently and just closed their doors. He said, "We are buying as little from you as possible; we know that Consolidated is out to put you out of business." By the time this guy gets through with his tirades, my blood pressure is up, my heart is racing, and my throat is dry. Then I take a deep breath and start on Ray telling him that Nat Cummings is not a bad guy, he is just trying to make a little money, to live and let live. Then he drowls out some sarcastic remark, about just give him a chance and see what he will do. Anyhow, Ray cannot swing Leake into the idea of changing their Spl Seasoning formulae away from us. At least not yet. I give Leake a hard play; he likes it and we are really friends.

Ray had to tell me about Estes; he bought a couple of bbls of stuff from him. The guy who got his big play on chili powder was Charley Evans—a figure around 28¢ fob., Muskogee. Evans has a big story why he is dumping this material. Ed Estes says this will be Charley's last year—from what he was told when in California. I am beginning to think that Charley and his company are like a cat; they have NINE lives. He has been going under for about 4-5 years. But, he comes back up with more cheap prices every year.

3184 RESPONDENT'S EXHIBIT 269

GENTRY CALL REPORT

Salesman: Varner Date: 9/29/55
Firm: Griffin Grocery Company
Persons Contacted: Ray Ashley, Henry Freudenberg
Sold: 1 lb. tin Granulated Horseradish, 1.60 fob Gilroy

LA to set up this shipment for Jan. 3, '56 — prepay parcel post and add to invoice. Freudenberg told me they had done enough with this Horseradish to feel that there was a possibility, but he wanted to experiment with the Granulated the same as he had the powder to know which would work out better.

As for the Garlic Granules which he bought on trial the other trip, he said they were too large—that they evidently would have to buy Flakes and grind them to their own specifications.

Now back to Ray Ashley, the buyer for the bulk material. We went around and around as never before on this situation and their attitude towards us because of our affiliation with Con Foods. Said Ray, "We have nothing against you, but we feel here that every barrel of stuff we get from Gentry, we are just helping to put ourselves out of business that much faster. They have all their grocery lines selling against us everywhere we operate." He went ahead to tell me that he just set up a 20 drum shipment of their blend to be sent to the Dallas Warehouse from Cal-Compack through Estes.

We wound up in a friendly mood towards each other, but he assured me that they just felt that way and that was that.

Buying Spanish Paprika at 35¢ fob., New York—#3 grade.

Told me that their Dallas unit was all but closed, that they did very little business in that market any more due to the chain store set-up down there.

Told me to always come by—that maybe things might change some time.

3185A RESPONDENT'S EXHIBIT 270

GENTRY CALL REPORT

cc: Farrell
Nat Read

Salesman: Varner Date: Apr. 20, '55

Firm: Griffin Grocery Company

Persons Contacted: Ray Ashley, H. J. Freudenberg

Sold: 2-1 lb tins Garlic Granules—(2 lbs.) 84¢ fob., Gilroy
1 lb tin Horseradish powder (1 lb) 1.40 f.o.b., Gilroy

Prepay parcel post and mark Attention: H. J. Freudenberg.

Now, Freudenberg had directed a letter to Nat Read and upon my arrival in Dallas, Nat turned it over to me to handle as he, Freudenberg, had requested some samples of Garlic Granules. Now, the garlic granules we sold him are as per sample enclosed which you sent me as of Feb. 28, '55. He thought they were what he wanted. He had received some from Estes and they were too big. Actually, what he wants is what Wishbone is using Spl Lot 750-CN; but the way this outfit has treated us, are we being smart to give them anything other than as per the sample attached.

Now, to Horseradish powder—I spent a long time here—demonstrated both as it is and with Mustard—as this outfit since they make Mustard could make a Horseradish Mustard out of this world. Henry fell for it and thinks maybe this would be a good new item. In correspondence to him, give any encouragement possible.

Request from A. N. Prater: This Hd Chemist wants a letter from you stating that they would get in no trouble with Govt. Food & Drug if they blended a Horseradish Mustard using this material they buy from us. Promised him you would hear from him relative to same.

Now, Ashley—the Buyer: We went all thru this Consolidated move again, and he swelled up like a toad when he said, "Anytime, we buy a 100 lbs of chili powder from you,

we are helping that much to put ourselves out of business."

I stopped off in the office of James Leak, V-P and a wheel here, a guy who is my friend and told him of this report and asked him how he would feel if folks put out propaganda asking "People should not buy Griffin items since their executives are big wheels in television". To make a long story short, he said, "I will see that you get this business if your price is competitive". Twas a long AM here.

3187 RESPONDENT'S EXHIBIT 272

GENTRY CALL REPORT

Salesman: McGill Date: 5/24/55
Firm: Halben Food Manufacturing Co.
Person Contacted: Harry Allen

This is a mixed up situation. Harry Allen does all the buying for Halben Foods but Al Allen runs the plant and is given special instructions not to do any business with Gentry. He is very much anti-Consolidated Foods. Harry told me if we can get Al to give him permission to order Gentry material that we would get a good share of the business, but Harry will not go over Al's head. As luck would have it, Al Allen is out of town and will not be back for two weeks so nothing can be accomplished.

## RESPONDENT'S EXHIBIT 271

# GENTRY

RECEIVED OCT 9 1952 GENERAL OFFICE GENTRY

Ft Smith, Ark.
Oct. 2, 1952

TO: Art Pettit

SUBJECT: Griffin Grocery Company, 102 No Cherokee St., Muskogee, Okla.

Dear Art.

Groc buyer: Ray Ashley
Mfg Divis : Jas Leake

For once I got in here at the righttime to see thesefollows without spending half a day chasing down folks. Ray and Leake were together just about ready to leave town for a special sales meeting over at Rogers, Arkansas.

Ashley said that we were now too high on our Spanish apprika to get the busines

We spent some timetelling them how much we appreciated their business on the Griffin Special Seasoning and I mentioned that you remarked this summer that setting up that formula took a lot of time. Ray recalled that it did.

We spent some time here paving the way for another Gentry man of former days, as this will be on e spot wherehe will move hell and high water to get this special formula business. Leakesaid," Everette, you have done a right good job representing your company and we will just sit with our hands in our pockets".

The Ray Ashley chimed in," We would get along fine with your people but for the fact you sold one chili account buying from us(he meant Kewpee Chili) and the main fact that your Consolidated people would as soon put us out of business. Yet, your Gentry people expect you to be able to hold our business while their main unit puts out of business". I told Ray that it was not our sign to put anybody out of business—that we all had to live and let live. This quieted him down and we left him in a very friendly mood after he got to let off steam. Told him regardless of any offenses committed , we would try to give him the best seasoning of anybody for the money.

Spl Request: I took Ashley and Leake through the Granulated Onion and Garlic demonstration. Rayvsaid it would be fine if "We did not have to sell against you guys". I told Leake that, perhaps we could arrange to go easy on the item if they took it. Art, here is my suggestion. Since we see how Arnholz took hold of the item after they got an exclusive, I am wondering if it would not be feasible over a long range basis to give them an exclusive on it outside of the wagon jobbers in Oklahoma City and Tulsa. Believe they would except on that basis for the rest of Oklahoma. We have no jobber otherwise and this should prove a good field for them. What do you think? This still leaves us the Tulsa and Oklahoma City boys to use in promotional efforts. Think it over. Now, I made no such implied promise to Leake and Ray , but I think it worth the try. Now, back to my Special Request—Pls send marked attention to: James O. Leake — 6 / 12 oz jars of the Granulated Garlic and 6 / 10 oz jars of the Granulated Onion with promotional pamphlets. Leake said,"If you will send me this material for trial, I will see what we can work out if you can go along with us some way". That explains my remarks above. Maybe the fired on Griffin label is the thing to offer explaining the small price differential.

Will be interested in what they do. Note:I told Leake these were sent with NO Charge. Figured this would be cheap entertainment here. As ever, Everette

3188A RESPONDENT'S EXHIBIT 273

GENTRY CALL REPORT

Salesman: McGill Date: 8/17/56
Firm: Hirsch Bros. & Co., Inc.
Person Contacted: A. C. Fischer

He tells me he has two sources of supply on onion and garlic products as this is Basic and Puccinelli. Also that he uses considerable variety of our onion and garlic products including yellow onion that he uses in catsup and pointed this out that he is paying a higher price for a yellow onion pdr when he could use our Banner. However, he said all their formulas are made up on yellow material but that if we would send a sample there that he would give it to the lab and have them check, so please send sample below. In the letter of transmittal please just state a delivered price for the Banner. Didn't make any headway on chili as he claims he has two sources of supply here again and it was the same old merry-go-round. We talked sweet pepper flakes and here again he claims they had samples of this mdse and were unhappy with it. However, cited the success of many picklers and believe I created a little interest, however, the next time I go in I will buy a jar of their pickles and add some of our sweet pepper flakes to it just as soon as they are available and in that way we might be able to at least break in with this item, but here again all this time might be wasted in that he seems to have a little feeling against Con Foods and considered them competition.

Sample Request:
4 oz. Banner On. Pwdr.

3189 RESPONDENT'S EXHIBIT 274

GENTRY CALL REPORT

Salesman: Curtis & Kraham Date: 7/10/56
Firm: Hirsch Bros.
Person Contacted: Mr. Fischer

Very pleasant discussion with Mr. Fischer, however, could obtain no business or contract although tried very hard for same. Frankly, feel main reason we do not receive business here is our relationship to Con Foods who is a direct competitor in many instances to Hirsch. However, Mr. Fischer promised we would be given definite consideration on most items should our price and service be comparable with competition. Buys from Chili Products, Puccinelli and Basic.

3190 RESPONDENT'S EXHIBIT 275

GENTRY CALL REPORT

Salesman: Kraham Date: 7/23/54
Firm: Illinois Wholesale Grocery, Inc.
Person Contacted: Sam Gellerman

Definitely refuses to buy anything from any Division of Consolidated Foods Corp. We tried everything in the books but to no avail. However Harold Taylor is very friendly here and this may eventually break down the barriers.

3191 RESPONDENT'S EXHIBIT 276

GENTRY CALL REPORT

Salesman: McGill Date: 6/28/55
Firm: Jewel Tea Co.
Person Contacted: Mr. Heilman

Lloyd Olsten has gotten our DRBP approved by Dick Beimer in their Ashland Ave. plant, however, all buying is done by Heilman and he isn't very cooperative in buying our material (1) because we are division of Consolidated Foods (2) use of DRBP very small. Would give me very little information as to price he is paying but I did find out that Cannon is his supplier. Seems he picks them up as needed. Wouldn't even tell me in what quantity he picks them up, however, will be calling on him in the future so as to get him to order our DRBP. Use raw onion and garlic in their salad. Use very small amounts. Approx. 40# a week.

3192 RESPONDENT'S EXHIBIT 277

GENTRY CALL REPORT

Salesman: Atella Date: 9/18/58
Firm: S. Kahn's Sons
Person Contacted: C. Rosenbaum

Mr. Rosenbaum claims to be buying small amounts of sliced onion and garlic powder from Thompson & Taylor and other sources which he did not identify. Also uses some bulk chili powder and again would not reveal its origin or source.

Reviewed our minced onion and granulated onion and garlic products with him but he was in no mood for buying as this boy is definitely down on Gentry because of our affiliation with Consolidated Foods. Claims he does not want to do business with his competitors.

3193 RESPONDENT'S EXHIBIT 278

GENTRY ALL REPORT

Salesman: McArthur Date: 12/3/57
Firm: S. Kahn's & Sons
Person Contacted: C. Rosenbaum

Just received order of 10 cases of sliced onion from Thompson & Taylor. Also buying garlic powder from Thompson & Taylor and paprika. Buying bulk chili powder, 1 drum at a time from source I could not find out but getting it at a cheaper price than what Gentry would sell it for. Claims we are not getting more business due to our tie up with Con Foods. Buying some Dunbar pimientos. No interest in barbecue promotional set up or green chiles or pizza peppers.

3194 RESPONDENT'S EXHIBIT 279

GENTRY CALL REPORT

Salesman: Chana Date: 5/6/59
Firm: Kennedy Mayonnaise Products
Person Contacted: Miles Standish

Called here in person—but above buyer wouldn't see. Spoke over the "house telephone". Claims tied up with production. Same story as last call here on 1/28/59 with Tom McGill. Claims Gentry is his competitor because of Cons. Foods affiliation. Buying O & G (Pucci) from Griffith Labs thru a local friend in Mpls. All set on Oleoresin Paprika—Actually, this firm a piddler in our line. Uses small amt. of Pdr. O. & Pdr. G. mainly for potato salad & not doing much with this item because of J. L. Read & Red Owl Stores selling potato salad at considerably less. Could accomplish nothing here.

3195 RESPONDENT'S EXHIBIT 280

GENTRY CALL REPORT

Salesman: Atella Date: 7/7/59
Firm: Kothe, Wells, Bauer Co., Inc.
Person Contacted: A. H. Gisler

I had a very short visit here and got absolutely nowhere as Mr. Gisler stated that it was a waste of time for us to call here as he would definitely not favor Gentry with any business in view of our Consolidated Foods affiliations.

3196 RESPONDENT'S EXHIBIT 281

GENTRY CALL REPORT

Salesman: Atella Date: 5/4/59
Firm: Kothe, Wells, Bauer Co., Inc.
Person Contacted: Albert H. Gisler

This account is very anti-Con Foods and buyer said that he was glad that Max Buell broke his relationship with our company. He just placed a large O & G order with Max (50 cs.). For the present time there is very little we can do here only keep calling and trying to convert this account back to our type seasonings.

3197 RESPONDENT'S EXHIBIT 282

GENTRY CALL REPORT

Salesmen: Jack McArthur and Homer Hartigan — Date: 1/20/59

Firm: Kothe-Wells-Bauer

Person Contacted: L. H. Gisler, Sr.

Homer Hartigan spent approximately an hour and 10 minutes by himself on this call. I sent him in to see if he could do any better than I have in the past with Mr. Gisler. Mr. Gisler told Mr. Hartigan that he would not definitely would not give Gentry any of their business. Claims he will not give Consolidated Foods who he claims is their competitor any business. This is the way Mr. Hartigan told me.

3198 RESPONDENT'S EXHIBIT 283

GENTRY CALL REPORT

Salesman: McArthur — Date: 12/18/58

Firm: Kothe-Wells-Bauer

Person Contacted: Al H. Gisler

After second trip, finally got to see Mr. Gisler, who informs me that once again that our connection between Consolidated Foods is the reason why he is not doing business with Gentry. That is one of the reasons. The other reason is that he explained to me that he cannot see why he has to be penalized for a 100# order, why he has to pay the 10¢ per lb. extra. I explained to him why we had to charge extra for a 100# price and why we had a 500# price and

explained that we are not the only one that has this price variation. I believe by continuous calls here we will eventually get this business, but I am going to contact Woolson Spice and see if he will have one of their salesmen call on these people and see if they can work out something under private label. Will follow this call up when next in Indiana. Unable to do anything with him on chili powder or paprika. Chili Products has his business.

3199 RESPONDENT'S EXHIBIT 284

GENTRY CALL REPORT

Salesman: McArthur Date: 12/3/58
Firm: Kothe-Wells-Bauer
Person Contacted: Al H. Gisler, Sr.

Had a long talk with Mr. Gisler. This was more or less a one way discussion on his part only. Mr. Gisler proceeded to tell me why he did not buy from Gentry. Number one reason was because of our affiliation with Consolidated Foods. Number two—sometime ago that we had an order of his that he wanted in a hurry and would only order 100 lbs. so we charged him naturally the 100 lb. price. Mr. Gisler told me in the past they always ordered 500 lbs. at a time but at this particular time they only wanted 100 lbs. and they could not see why we should penalize them just for this one order. So that is when they switched to Basic. As far as chili powder and paprika are concerned he is buying these from Chili Products. I believe by future calls by myself and Tom McGill we will get this business back.

3200 RESPONDENT'S EXHIBIT 285

GENTRY CALL REPORT

Salesman: M. Kraham Date: 5/3/55
Firm: Libby, McNeill & Libby
Person Contacted: Roy Randall

Still no progress—married to Basic & Puccinelli—entire organization is Anti Con Foods. Pleasant interview but completely unproductive.

3201 RESPONDENT'S EXHIBIT 286

GENTRY CALL REPORT

Salesman: M. Kraham Date: 7/13/56
Firm: Libby, McNeill & Libby
Person Contacted: R. E. Randall

The details are the same as in my Mar. 19th call report. Haven't noticed when and if we will ever get any business out of this organization because of their feelings concerning Consolidated Foods.

3202 RESPONDENT'S EXHIBIT 287

GENTRY SPECIAL CALL REPORT

Salesman: McGill Date: 2/10/61
Firm: Libby McNeill and Libby
Person Contacted: Ed Sauerbier

After waiting approximately 25 minutes for Ed, we had our usual nonproductive call. If there is any call that frustrates me more than this one, I have yet to make it. After discussing our products back and forth between Ed and I with Ed rebuffing me at every turn, he was even getting embarrassed, he actually told me, and I quote, "Tom, the door is closed on Gentry". Naturally this made me feel bad and I offered to let one of my associates in Chicago call on him and he said it doesn't matter who calls, it is out of his hands.

3203 RESPONDENT'S EXHIBIT 288

GENTRY CALL REPORT

Salesman: Olsten Date: 12/21/54
Firm: Lincoln Food Exchange Wholesale Grocers
Person Contacted: Morris L. Bloom

Last sold in 1953. Would not let me show line as he was busy and said he was not doing any buying until after the first of the year. Claims he was not too interested in buying from his competition (Con. Foods), however if I return after holidays he will let me show him complete line.

3204 RESPONDENT'S EXHIBIT 289

GENTRY CALL REPORT

Salesman: McArthur & Hartigan Date: 1/20/59
Firm: J. P. Michael Co.
Person Contacted: Fritz Goldback

Mr. Hartigan made this call by himself to see if we could salvage some of this business. But Mr. Goldback told Mr. Hartigan that he had been doing business with the local broker (Max Buell) for quite a few years and would not take this business away from him and also stipulated that Con Foods was their competitor and would not give them any of his business.

3205 RESPONDENT'S EXHIBIT 290

GENTRY CALL REPORT

Salesman: McArthur Date: 12/18/58
Firm: J. P. Michael Co.
Person Contacted: Fritz Goldback

After second trip, I finally caught Mr. Goldback and he keep me waiting at least 40 minutes to see him but informs me that he will still give us his Sliced Onion under private label as he has in the past. Has ample stocks at this time. Claims he will not give us any more of his business due to our connection with Consolidated Foods. Using nothing else in our line at this time. Explained to him that Max Buell is no longer our broker, but he said we still will get his Sliced Onion business.

3206 RESPONDENT'S EXHIBIT 291

GENTRY CALL REPORT

Salesman: McArthur Date: 12/3/58
Firm: J. P. Michael Co.
Person Contacted: Fritz Goldback

Mr. Goldback made no bones about him being anti-Consolidated Foods. He said he would not buy any more than what he presently is purchasing from us. Buying onion under private label from Max Buell. Would not discuss our line, said he wants nothing to do with Gentry. Only he said will continue doing what business he was doing now but he definitely would not add any other of our items to his line. Tried to tell him regardless of what the Consolidated Food picture is that the J. P. Michael Co. will always thrive but got nowhere. By further calls I hope to get this ironed out.

3207 RESPONDENT'S EXHIBIT 292

GENTRY CALL REPORT

Salesman: Curtis & Buell Date: 12/14/55
Firm: J. P. Michael Co.
Person Contacted: Fritz Goldback

Mr. Goldback advised sufficient quantity of all items carried at present. Now carries our onion flakes and Gran. Onion and Garlic, however, may not continue buying as just found out belonged to Consolidated Foods Corp. This is a very peculiar buyer.

3208 RESPONDENT'S EXHIBIT 293

August 3, 1959
dict'd 7/31

cc: A.N.P
E.G.L.
T. McGill
H. Atella
Chgo Office
R. B.

Mr. J. D. Farrell

Special Call Report w/Tom McGill

[Re:] George Miesel & Son
Detroit, Michigan

Dear Joe:

Tom and I first spent about 20 minutes with Ed Miesel, then about 15 with Toni Krausmann.

Ed Miesel said main reason for our losing out on onion and garlic was because we were part of Con Foods—they consider Con Foods as competitor—can see no reason to help Con Foods make more money. . ..claims they have cut out all divisions of Con Foods as supply sources. Claims to now be buying from Basic—didn't like Puccinelli quality —just finished salesman bonus promotion with Basic which was very successful. Tom corrected his erroneous impression that we had not of[illegible]d this here by pointing out it had been run about once a year for several years. Miesel claims seriously considering going to 15,000 lb. orders to get 10% on institutional packs.

After emphasizing cooperation we wanted to give in the way of "Miesel" Folders "T", promotional samples and possibilities for them on 15,000 pound orders, it seemed to me Ed Miesel was not unwilling to reconsider. The only promise, however, was that he would talk to "Toni" again—

they would reconsider, maybe something could be worked out. He seemed a bit impressed by the folder "T" idea. It was interesting to note that he said he was in Con Foods (River Grove I assume) recently and had nice visit.

Toni Krausmann also promised reconsideration—gave Tom order for a drum of Barbecue Spice and two drums of High Grade Chili Powder. Tom has tentative date to discuss again with Toni a possible 15,000 pound onion and garlic order in approximately three weeks. We should know then if today's discussions had any results.

Sincerely,

Nat B. Read

NBR/rs

P.S. Ray Barry . . . please consider joint C/R with McGill. nbr.

3209 RESPONDENT'S EXHIBIT 294

GENTRY CALL REPORT

cc: JDF

Salesman: Varner Date: 2/28/56
Firm: E. B. Millar Coffee Co.
Person Contacted: Cliff Donnelly

This pretty much centers around Joe's letter starting with 2-24 to this account over taking an improper 10% discount. Now this letter, Joe, is nothing to be read in or interpreted in it that would offend anybody.

Donnelly showed me a copy of the two page letter written Feb. 27 in reply to this letter of Joe's, and it simply in those two paragraphs, the first explained that the check had been enclosed as per the request in Joe's letter and the

second paragraph explained that inasmuch as volume of business was small and they couldn't always buy in 500# quantities was only fitting and proper that we withdraw their name from our account list and save us any trouble in connection with an account that wasn't able to buy per our policy or words to that effect. Now this is a long story back here of all that's been eating on these people's hearts and this was a final chance to take a parting blow at us and we have the obituary read and the flowers been beautifully placed upon the grave and there isn't much to say, there wasn't any ill-will, Cliff was very nice but he carries a terrible feeling inside about our affiliation with Con Foods so he said in the light of everything this was the proper time to cease any further relation with Gentry.

3211 RESPONDENT'S EXHIBIT 295

GENTRY CALL REPORT

Salesman: Varner Date: 9/20/56
Firm: E. B. Millar Coffee Co.
Buyer: Cliff Donnelly

I made the third effort to contact this guy.

Said to come back another day and he would see me. He knew what he was doing and he is perhaps the guy who got his back up more than ever since this transaction of the Morey Mercantile deal and the Con Foods relationship.

3212 RESPONDENT'S EXHIBIT 296

GENTRY CALL REPORT

Salesman: Varner Date: 2/27/57
Firm: E. B. Millar Coffee Co.
Person Contacted: Cliff Donnelly

Get off addressograph list, not a prospect. I had to make my second try on a second day here to get an audience, but I just want to say that there is no use to send any literature here or keep this account on any active file or mailing list since he definitely and positively unreservedly states that to do business with you guys is to do the first thing possible to put myself out of business all the quicker, so he said you are welcome to come in any time. I will have a friendly conversation with you but he said since I talked with you last time you see what will happen right here in town, so just let's not kid ourselves about it.

3213 RESPONDENT'S EXHIBIT 297

GENTRY CALL REPORT

Salesman: McGill Date: 1/30/56
Firm: Morten Products Co.
Person Contacted: Walter S. Morten

Still very much against Con Foods therefore, Basic gets all business in this item. Chili Powder—Cal-Compack gets all business, same reason because of Con Grocers setup. He is also starting a new coop under the Savoy label and feels that Con Grocers will be more than competition at this level than they were in the manufacturing level that he operates under. However, will still be knocking at this door because of his door because of his partner, Emling whom we do some business with.

3214 RESPONDENT'S EXHIBIT 298

GENTRY CALL REPORT

Salesman: McGill Date: 3/7/56
Firm: Morten Products Co.
Person Contacted: Walter S. Morten

A good sized operation and if we can ever get in, we would enjoy a lot of nice business from this account. However, Morten is anti-Con Grocers, no. 1 because they will not handle his Savoy dressing, No. 2 because he is in direct competition with them now as he is setting up a Co-op Grocery Co., No. 3 he has an interest in Emling Foods and Emling Foods is direct competition to Richelieu Monarch and the rest of Con Grocers so he has reasons you see that he hasn't even used yet why he should not buy from Gentry.

3215 RESPONDENT'S EXHIBIT 299

cc: J. D. Farrell

Alice Foster October 15, 1957
[Re:] Niehaus Bros.
Cincinnati, Ohio

Dear Alice:

As far as the Chicago office is concerned you can have Niehaus Sliced Onion labels destroyed.

We have lost this account after many years of association, primarily because we are a division of Consolidated Foods. Monarch gives them tough competition with several of his accounts.

Sincerely,

TM/et Tom McGill

3216 RESPONDENT'S EXHIBIT 300

GENTRY CALL REPORT

Salesman: McGill Date: 6/12/57
Firm: Niehaus Bros.
Person Contacted: Fred Niehaus

Had made this call per John Frank's instructions because this firm will discontinue to buy Gentry merchandise and the reason for this is that they feel that Monarch is competition to them and one of the troubles is that Fred told me that they had just lost some nice business to Monarch and consider Monarch tough competition to them and he doesn't feel that he should buy from any division of Con Foods. I pointed out many cases to him that he is buying from Con Foods, even pointed out that Con Foods is buying Basic No. 10 tins Laff Onions at River Grove. At any rate I couldn't swing him back to our side.

3217 RESPONDENT'S EXHIBIT 301

GENTRY CALL REPORT

Salesman: McArthur Date: 5/15/57
Firm: Niehaus Bros.
Person Contacted: Fred Niehaus

Fred said he has discontinued buying from Gentry. Feels that Con Foods is running in direct competition with him. Will not enter into contract. Definitely said he will not be buying anything from Gentry for this reason.

3218 RESPONDENT'S EXHIBIT 302A-B

GENTRY CALL REPORT

Salesman: Tom McGill Date: 4/8/54
Firm: Obee Wholesale Grocery Co.
Person Contacted: Harry Oberman

Is very happy with #10 tin goods private label. However, when I originally talked to him about this private label deal, I told him we would set up a bonus deal for him. Now I know that this is not usually done on private label business but it just so happens that at the beginning of this interview, I told him that we would supply him this 50¢ bonus deal and so when we both switched the interview to private label he still wanted the 50¢ deal and I said we would go along with him on this. However, I neglected to set this up so will you please set this up for 10 salesmen to start May 1 to run May 30. No samples required. Buys Spanish Paprika 100 mesh from Wixon Spice. This material is used in special orders that he fills and he refers to it as bleeding paprika. Is not interested in Success or Red Gold. Buys chili powder from Chili Products and he purchases their Don brand. This is the second time today that I have run across this special blend. He claims it is the best material that Chili Products can make. We are going to share in a lot more of Obee's business. He did not tell me so but I know that we will. However, his main objection to dealing with Gentry is Sprague-Warner. He claims
3219 that Sprague-Warner is his direct competition and he doesn't like to help them out by buying through Gentry who is part of the Consolidated Grocers.

3220 RESPONDENT'S EXHIBIT 303

GENTRY CALL REPORT

Salesman: Olsten Date: 6/18/56
Firm: Obee Wholesale Co.
Persons Contacted: Emil & Harry Oberman

Emil Oberman: Reordered our Special F Chili Powder and very happy with the merchandise. Showed him the fine grind red gold paprika and in a month or so will start using it again. As for other bulk spices, he only buys 25-50# quantities this time of year and the majority of that business is going to Wixon. Should be able to get all of Emil's paprika and chili powder business coming fall.

Harry Oberman: Harry has a deep aversion to anything connected with Con Foods. He bought his last order of sliced Onion from Simplot at a close-out price so he claims to compete against Reid-Murdock in Chicago locally. He had 5 tins 2½ pimientos, both whole and broken and diced red bells on hand. Uses a good deal of pimientos under private label, however, had laid in heavy stock as he said they were advised there was going to be a shortage this summer. Could not get him to consider even a sample order as he does not want to give us any more business than he has to. May be able to swing Harry over in time but at present not much can be done.

3221 RESPONDENT'S EXHIBIT 304

GENTRY SPECIAL CALL REPORT

Salesman: Hank Atella Date: 4/28/60
Firm: Obee Wholesale Grocers
Person Contacted: Harry Oberurian

In view of our special call on Halloway House in La Fayette and learning of their production step-up on stuffed peppers, I pushed Harry for 15M# M.O. G., etc. order. His reaction was not favorable at this time, for he claims he will not order again until he has assurance from J. R. Thompson they will [sic] us onion/garlic within a reasonable length of time. Said he ordered 15M# from Basic in Sept. '59 and still has 25 drums in stock. Also claims to have been stuck with other items for this account. He assured me I will get next order, but could not tell me when. I also pushed for his #10 business, but he said no, because of Con. Foods.

3222 RESPONDENT'S EXHIBIT 305

OBEE INSTITUTIONAL WHOLESALE GROCERS

Chicago 17, Ill.

Gentry November 28, 1958
Box 2076, Terminal Annex
Los Angeles 54, Calif.
Attention: Sales Department

Gentlemen:

Due to a change in our buying plan we have switched our purchases to Basic Vegetable Products on Sliced and Chopped Onions. Inasmuch as you are now holding labels

on hand for these two items, we would appreciate your sending our labels to Basic Vegetables in Vacaville, California.

Please be advised that your salesman has done an outstanding job, but due to certain conditions, we feel it is necessary to make changes.

Thanking you for past favors, we remain

Yours very truly,

Obee Wholesale Grocers
/s/ H. O. Oberman
H. O. Oberman

HOO:jk

3223 RESPONDENT'S EXHIBIT 306

GENTRY CALL REPORT

Salesman: McArthur Date: 11/25/58
Firm: Obee Wholesale Grocer Co.
Person Contacted:

As far as Crushed Red Pepper, Ground Red Pepper, these items Harry said are too small to even talk about. Unable to find out who he has been buying from but I would imagine he has been buying from several sources. No interest in "Pizza-Peppers" or Pizza Spice or anything else in our line.

3224 RESPONDENT'S EXHIBIT 307

GENTRY CALL REPORT

Salesman: McArthur Date: 11/25/58
Firm: Obee Wholesale Grocer Co.
Person Contacted: Harry Oberman

Harry said he just called in an order for a drum of Chili Powder. Has picked up the samples of onion and garlic items that Los Angeles had requested the Chicago office to pick up. Discussed with Harry the situation and talked to him about our American Supreme. He was most interested in this particular paprika due to the lack of heat that most of our other paprikas have. Harry would much prefer to have a sweet paprika but he likes our Supreme. Is going to talk to one particular customer about this. Left him a sample and I will follow this up again in the near future. Unfortunately our onion and garlic business has seemed to gone out the window so to speak. Harry once again said he does not want to do business with Consolidated Foods. Does not want to give them any more business than he can help. So therefore it looks very much like we are going to lose the Obee Wholesale Grocer Co.

3225 RESPONDENT'S EXHIBIT 308

GENTRY CALL REPORT

Salesman: McArthur Date: 11/20/58
Firm: Obee Wholesale Grocery Company
Person Contacted: Harry Oberman

Once again Harry and I went into a long discussion on Consolidated Foods. I should clarify that by saying Harry went into a long discussion on Consolidated Foods. Harry has not pulled this on me for quite sometime, but has gone back to it, I am afraid, by telling me that he is not going to buy any more items from Gentry, due to the Consolidated Foods monopoly. I assured Harry that he was going to grow, that is Obee Wholesale Grocer is going to grow regardless of the Gentry or Consolidated Foods and that we aren't going to hurt him that bad, or are we trying to hurt him. There is no reason why we cannot do business very happily, but Harry once again said that he will not buy any more from Gentry. Harry is picking up the samples, is going to send samples to Los Angeles next week, says he hasn't had a chance to get at them at this time. I will follow this up next week and make sure this has been taken care of. All in all I accomplished very little here with Harry today. He is just anti-Con Foods at this particular time.

3227 RESPONDENT'S EXHIBIT 309

GENTRY CALL REPORT

Salesman: McGill Date: 5/5/55
Firm: Obee Wholesale Grocery Co.
Person Contacted: Emil Oberman

We still have 60 cs. of Obee's private label WOF in our whse. here in Chicago. Tried to get Emil to take in some of this merchandise but he claims he has enough on hand. Harry who is the buyer is in Calif. and Emil told me that they are going to open a new office in L. A. When this information is available will pass on so L. A. representative can contact him. However, both Emil and Harry are very anti-Consolidated Grocers and swear up and down that the end of this private label deal with us will be the last business they ever give Gentry but then this is the same line they have been handing us now for a couple of years and still doing a little business with us.

On next call will push complete line again.

3228 RESPONDENT'S EXHIBIT 310

GENTRY CALL REPORT

Salesman: Tom McGill Date: 3/3/55
Firm: Obee Wholesale Grocery
Person Contacted: Harry Oberman

Sold 20 cases of 6 1¾ WOF at 70¢ Obee private label. This cleans out all of Obee's private label. Had stopped in to try and get him to give me labels for another 100 or so cases; however he is bitter against Consolidated and I could do nothing with him regarding this. However, this is nothing new and originally got the 100 cases of private label by the skin of my teeth as he is bitter against Consolidated Foods Processors. However, will keep after him as he is a good prospect for our full line in bulk plus that #10 tin and DRBP. He buys bulk onion and garlic powder from Sokol, buys Wixon Spanish Paprika and CP and buys Cannon DRBP. Also red pepper and crushed red pepper from Wixon.

3229 RESPONDENT'S EXHIBIT 311

GENTRY CALL REPORT

Salesman: Tom McGill Date: 1/28/55
Firm: Obee Whol. Groc. Co.
Persons Contacted: Harry & Emil Oberman

Will not do any more business with us—claims that he is through doing business with any Consolidated Division—Because of competition from Read Murdock & Sprague Warner—However will keep after him—

3230 RESPONDENT'S EXHIBIT 312

GENTRY CALL REPORT

Salesman: Chana Date: 4/16/59
Firm: Preferred Brands
Person Contacted: P. Y. Rittenhour

Spent too much time here for potential of this acct. but above buyer is more anti-Gentry than before. This because Cons. Foods recently acquired Hershey Wholesale Grocery Co. Buying everything from Forbes now which includes 1# Pdr. G, glass pack Gran. O. & G., 1¾# Sliced Onion, 1# & 5# Chili Pdr., Paprika and Red Pepper.

3231 RESPONDENT'S EXHIBIT 313

GENTRY CALL REPORT

Salesman: Olsten Date: 12/27/56
Firm: B. A. Railton Company
Person Contacted: Leo Trottier

Leo will let me know by Friday or Monday just what he wants in the institutional line prior to the 1st of January. We are still getting a fair share of their business, however, they are more interested in promoting their private label, and once they feel they can supplant Gentry merchandise, we will probably be out.

They definitely do not care to do any more business than is necessary with their competition, Con. Foods, but they are not in a position to drop Gentry as a good deal of customers demand that merchandise.

Did not press for anything else at this time. Will recall after first of year.

3232 RESPONDENT'S EXHIBIT 314

GENTRY CALL REPORT

Salesman : Olsten Date: 1/22/57
Firm: B. A. Railton
Person Contacted: Leo Trottier

Leo said that he checked his stock and they still didn't need anything else in our line. Buys several items from us and orders as needed. They are reluctant to give us any more business than necessary since we are a division of Con. Foods, however, out of necessity they have to carry some of our items. Very difficult to develop any new business here.

3233 RESPONDENT'S EXHIBIT 315

GENTRY CALL REPORT

Salesman: Olsten Date: 2/28/57
Firm: B. A. Railton Co.
Person Contacted: L. Trottier

This firm orders off the IBM records and only as needed. They would prefer not to do business with us since we are a division of Consolidated Foods, however, their hands are tied since a good deal of their customers specifically request Gentry mdse. Could not do anything on pimiento at this time as Jake Rupert ? is in Fla.

3234 RESPONDENT'S EXHIBIT 316

GENTRY CALL REPORT

Salesman: Olsten Date: 4/18/57
Firm: B. A. Railton Co.
Person Contacted: Leo Trottier

Leo had placed an order just recently and orders per his IBM system. No interest in any new items and only handles Gentry merchandise out of necessity since they are anti-Con Foods.

3235A RESPONDENT'S EXHIBIT 317

GENTRY CALL REPORT

Salesman: Atella Date: Sept. 22, 1959
Firm: Restaurant Food Supply Co.
Person Contacted: Mr. Walter L. Fischbach

Walter advised me today, unfortunately, that we have lost out on the O & G business here, at least temporarily. He cited two reasons for their change of source. He has placed his last requirements with Basic and that is one order we lost out on and he will be in the market for more merchandise in the very near future and he will not make any commitments for this upcoming order.

The reasons he gave for his change in sources of supply are as follows:

1. Monarch Foods here in Columbus have recently actively promoted their institutional lines very aggressively. They sent out a letter, according to Walter, to the institutional buyers here in Columbus area, wherein they quoted

very, very low prices on all supply items to this trade. At very best, Restaurant Food Supply Co. was not too happy with Gentry because of our Con. Fds. affiliation and Monarch broke their institutional promotion offering the fantastic prices, this was the last straw in so far as Walter is concerned. He claimed that he went along with Gentry by shutting one eye insofar as Con Fds affiliation is concerned in the past, but in view of the price situation stated by Monarch here in Columbus, he had no alternative but to change sources. This he gave as reason No. 1.

2. Basic offered him onion, at the Calif. price. They brought in one shipment together with other supplies by RR car from Calif. From what I gathered from Walter, this is very similar to the deal that Basic offered and worked out with George Misel in Detroit.

Discussion here today was most friendly although he was very definite in his statements insofar as changing sources is concerned. He was sympathetic in that we had lost out but still didn't sign any order for me today. We tried very hard to get a commitment on his future requirements but he would not do so but said that we should be in touch with them shortly, which we shall do.

3236 RESPONDENT'S EXHIBIT 318

GENTRY CALL REPORT

Salesman: McArthur Date: 5/9/57
Firm: Restaurant Supply Co.
Person Contacted: Walter Fischbach

Walter said he was just quoted a price from Gordon Foods in Columbus which was much lower than ours on our Gran. Garlic, garlic powder, onion powder and Chopped Onion. Will have to look into this situation and see what is cooking here. Walter still anti-Con Foods. Everytime he sees me he never talks Gentry but talks about our association with Con Foods.

3237 RESPONDENT'S EXHIBIT 319

GENTRY CALL REPORT

Salesman: J. McArthur Date: 2/21/57
Firm: Restaurant Supply Co.
Person Contacted: Walter Fischback

Just placed order through Frank Tea and Spice for onion and garlic, so Frank has been there on the average of every couple of weeks. Still no dice as far as our chili pdr and pimiento or CRP. Claims that he will not give Gentry any more of the business than what he has been giving in the past due to affiliation with Con Foods.

3238 RESPONDENT'S EXHIBIT 320

GENTRY CALL REPORT

Salesmen: McGill & Kraham Date: 4/24/56
Firm: Restaurant Food Supply Co.
Person Contacted: Phil Bornstein

Had long pleasant interview with Phil, however, he has sufficient onion flakes, Gran. Garlic, WOC, WOP in stock. Could not create interest in Gran. O & G or BBQ at this time, however, he did agree to give out some samples and see what he could do on the BBQ but this was after a long discussion as he is anti-ConFoods, Monarch Finer Foods is his chief competition in this city and he doesn't particularly care to buy from Gentry because of tie-up. However, as I said before, very pleasant interview and a few more calls to get closer to him and under his skin should be very beneficial.

3239 RESPONDENT'S EXHIBIT 321

GENTRY CALL REPORT

Salesman: McGill Date: 2/16/56
Firm: Restaurant Supply
Person Contacted: Phil Bornstein

Phil asked me to return Monday. At this time he will have his stock checked and should give me an order so he says. We did talk chili powder and he is buying this from Chili Products in 1 and 5# packages. Says he has been doing this for a number of years and it is going to be hard to change him. However we will make considerable head-

way I am sure. Asmus gets Spanish Paprika. In fact, it seems he buys from everybody and his brother. We get all the O & G business and he said we should be lucky in getting that because he gave me that old routine of not wanting to buy from his competition meaning Con Grocers. However, I am sure I straightened him out on this and I look forward to doing a nice job with this outfit. So far I would say they are the wholesale grocery supply house of Columbus in catering to the inst. trade so will be camping on his door step.

3240 **RESPONDENT'S EXHIBIT 322**

**GENTRY CALL REPORT**

Salesman: Curtis Date: 12/29/55
Firm: Restaurant Supply
Person Contacted: Phil Bornstein

Sold: 50 cs. 6¾# WOF
10 cs. 24/1# "CO" Garlic
10 cs. 6/2¼# WOC

Mr. Bornstein will not add other spices due to Consolidated Food Corp. tieup. However, we do get all onion and garlic business.

3241 RESPONDENT'S EXHIBIT 323

GENTRY CALL REPORT

Salesman: S. W. Curtis Date: 11/29/55
Firm: Restaurant Food Supply Co.
Person Contacted: Philip Bornstein

Mr. Bornstein checked onion and garlic stock. Sufficient for next 15 to 30 days. Said would order before 1st of the year. Will not add our other spices due to our tie-up with Consolidated Food Corp.

3242 RESPONDENT'S EXHIBIT 324

GENTRY CALL REPORT

Salesman: Curtis Date: 7/19/55
Firm: Restaurant Food Supply Co.
Persons Contacted: Philip Bornstein & Walter Fischdack

Mr. Fischdack informed me not running contest which was set up on last call. Used samples but did not run contest. Mr. Bornstein informed me they have sufficient quantity of WOF, WOC and co garlic powder. They will not add gran. garlic, onion or sautay onion. They will not buy our other spices as can obtain elsewhere and do not like to give Con. Food Corp. any more business than necessary. Very pleasant but firm. Did show some interest in our Pimientos for fall delivery. Will compare samples and prices, if satisfactory, may give us business.

3243 RESPONDENT'S EXHIBIT 325

GENTRY CALL REPORT

Salesman: Curtis Date: 2/9/55
Firm: Restaurant Food Supply Co.
Person Contacted: Walter L. Fischbach

Please confirm the following sales bonus contest for the above firm. The contest is to run for 30 days starting March 28 thru April 30. This firm has 7 salesmen. At the end of the contest they will want the checks issued to the individual salesmen. Bonus to be allowed .50 per case for WOF and WOC. 5¢ tin for WOP and "CO" Garlic Powder and 5¢ jar Gran. Onion, Garlic and Sautay. Please ship the following samples: 8 dozen 2 oz. WOF samples, 8 dozen 2 oz. WOC samples, 16 dozen miniature Gran. Garlic Samplers. Also 1,000 Roses. Please ship these attention Walter L. Fischbach, Sales Mgr. At the present time this firm will not change their present source of Spanish Paprika, chili powder and other spices items. They feel that they should divide their business to some extent and as we are part of Consolidated Food Corp., they do not want to give us all of the business as they are our competitors in some fields. He however did list our Horseradish Powder, BBQ Spice and Pureed Garlic for further consideration. Would not stock at this time. They buy their DRBP from Cannon.

3244 RESPONDENT'S EXHIBIT 326

GENTRY CALL REPORT

Salesman: S. W. Curtis Date: 8/31/54
Firm: Restaurant Food Supply Co.
Person Contacted: Philip Bornstein

Just received 50 cs. order of onion flakes & Gran. Onion & Garlic. Showed him sautay onion & explained uses—advised of 10% discount on 50 cs. which pleased him (this came at a perfect time as Basic had just been after him—offered no discount). Will not buy our other items because of Consolidated merger. Now buy chili pdr. from "Chili Products", Paprika from various sources. May buy some diced peppers but balked at contract. Will keep after.

# RESPONDENT'S EXHIBIT 327

3245

**CALL REPORT** Date 5-20-52 5-23-52 MJF

Firm Restaurant Food Supply Company SALESMAN Carl A. Sherrod

Address 1356 Cleveland Avenue Buyer Phillip & Morris Bornstein

City Columbus 15, State Ohio Person Interviewed Both above ☐ By Phone ☒ In Person

NOTE: Canner ☐ Distributor ☐ Exporter ☐ Jobber ☒ Jobber-Packer ☐ Manufacturer ☐ Packer ☐ Packer ☐ Retailer ☐ Spice Grinder ☐ This is a NEW Prospect ☐ This is NOT a Prospect ☐ Remove from List ☐

After four trips to subject's office I finally contacted both of these men together regarding Granulated Onion and Garlic, but unfortunately without success. They declined to stock either of these items at the present time, and frankly, the principal reason for them declining these two items is Consolidated Grocers Corporation being shown on the jars. As you may have in mind, there is a C.D. Kenny House here who does some institution and restaurant business, and subject company is very resentful of our affiliation with Consolidated. I have tried to overcome this in every way that I know, and the same old story pops out each time that I contact them. They're complaining about Consolidated Grocers' name being shown on our packages, as well as the shipping cases of White Onion Flecks and White Onion Chips. They have recently added 1 lb. packages of Garlic Powder under the Don brand label from Chili Products Corporation. This does not mean that they have completely cut our line out, as they do have our 1 lb. Garlic and Onion Powder both in stock. Will you please send to the attention of Morris Bornstein the name and address of a supplier for corn husks to be used by one of their customers who manufactures hot tamales. Morris Bornstein also requests 100 of the Granulated Onion & Garlic folders to be used in conjunction with their current 1 lb. packs of our Onion & Garlic Powder, and I would suggest sending them to him as these pamphlets may force them into stocking our new sizes in Onion and Garlic, in addition to the Onion and Garlic Powder.

2610

RESPONDENT'S EXHIBIT 328

246.

CHILI & PAPRIKA DIVISION

CHILI PEPPER • CHILI POWDER • CALIFORNIA PAPRIKA
IMPORTED PAPRIKA • CALIFORNIA HUNGARIAN PODS

DEHYDRATION DIVISION

ONION POWDER • ONION FLAKES • ONION CHIPS
GARLIC POWDER • GARLIC FLAKES

**JOEL H. SPRINGER CO.**
*Manufacturers' Agents*
**FOOD PRODUCTS**
FRONT STREET • SAN FRANCISCO 11, CALIFORNIA
TELEPHONE GARFIELD 1-3500
DIRECT FACTORY REPRESENTATIVES
**GENTRY**

March 15, 1956

Ed will you arrange for this.

Gentry
Los Angeles, Calif.

Gentlemen:

RICHMOND-CHASE CO., P.O. Box 1030, SAN JOSE, CALIF.

Please send the following sample direct to Mr. Edwin Mitchell of subject concern:

1 - small vial, Oleoresin Paprika

He wishes to do a little experimental work with this.

We discussed the O & G subject with him, and for the first time received a very definite answer from Ed, as to why we haven't done any O & G business with them for quite a few years.

He told us that the amount of O & G they use these days, is so small, that it doesn't warrant spliting the business, and "in view of the fact that ConFoods is a competitor of their's on dietetic pack items, they prefer to give the business to Basic."

Our relationship here has always been quite favorable, so it appears that this was the "fly-in-the-ointment" for the past few years. This is the first time we have been told so, right out.

Also, off the records, Ed told us that he was "quite pleased to meet 'our' new associate, Marty Anderson" and to know that he is with Gentry. He spoke quite highly of Marty, and stated he has known him for many years.

With kindest regards, we are

Sincerely yours,

JOEL H. SPRINGER CO.

Joel H. Springer, Jr.

jhsjr;j

R 328

## RESPONDENT'S EXHIBIT 329

## GENTRY CALL REPORT

Salesman: S. W. Curtis Date: July 31, 1956
Firm: Richmond - Chase Company, Inc.
Person Contacted: Ed. Mitchell

At present time only possible item onion and garlic powder for catsup pack. Not packing stewed tomatoes. Mr. Mitchell advised our quality service and so forth excellent. However, since we are a member of Con Foods and are in direct competition on most items produced by them through other divisions of ours, they will definitely not purchase from us. This was the story given and no matter of discussion could change this present policy.

3248 RESPONDENT'S EXHIBIT 330

GENTRY CALL REPORT

Salesman: Curtis Date: 9/28/56
Firm: Richmond Chase Company, Inc.
Person Contacted: Ed Mitchell

Only possible potential onion and garlic powder. Does not pack stewed tomatoes. This is a direct competitor of Con Foods. Mr. Mitchell said situation still unchanged and therefore will not buy at present. Will continue to service this account, as fair potential here.

3249 RESPONDENT'S EXHIBIT 331A-B

Richmond-Chase Co.
San Jose, Calif.

J. D. Farrell April 4, 1958

Confidential

Coverage with Stuart Curtis — route of March 31 thru April 4.

Dear Joe:

This has been a very interesting week even though it has been raining most of the week, we picked up a sore throat and almost lost our voice, and buyers in several key accounts were out of town.

We have, I think gained a much better understanding of a cross section of accounts in the bay area as a result of calls made with both Curtis and Curtis and Springer.

There seems to be very favorable indications that Pauli will work into a distributor arrangement on capsicum items with some additional encouragement by Curtis and

Springer. Hal Pauli flatly says he does not intend to change his source on chili materials at the present time (Chili Products) but at the same time says he will be happy to work with Curtis and Springer and stock some of our capsicum items if we want to work up some business for him. Curtis and Springer feel that if this is done he will begin to switch over to some of our capsicum goods on his regular usage. In my judgment some leg work by Curtis and Springer in working up some orders for him on our chili powder, paprika, so forth, might help this get going. Stuart Curtis has in mind working on this when he returns to the bay area.

Curtis and Springer have Keystone Company, San Jose, thinking and working towards distributing our onion and garlic line to canners in the San Jose area during the coming tomato pack season. For the most part they are going after business we have not enjoyed in the past such as Herschel (Contidena), Richmond-Chase and a number of smaller canners in the area who have not been buying from us because of prejudice towards Consolidated Foods, friendship with other suppliers or their representatives and other such reasons. As a matter of fact Mr. Henry Down of Keystone Company told Stuart Curtis and me this week that they have practically been promised the business by Herschel if they can sell them at the 500# price. This should pick up considerable additional volume on onion and garlic this summer.

I have told Curtis and Springer that setting up this distributor would be in order in as much as we are not now getting business from these canners. At the same time I have told both that in my opinion we very definitely were not interested in turning over large canners to distributors for we have been selling them.

3251 Apparently progress continues to be made in gov-

ernment contracts on pimientos, not too much progress on 4 Oz. pack. Both Curtis and Springer insist that from all they can find out the large users of the 4 Oz. pimiento packs are all covered by Coastal Valley at the prices of last fall. Earlier this week we mailed in a couple of memos on the subject of pimientos, some promotional deals common with canned goods in this area so forth.

I am rather confident that we will be able to bring about some improvement on administrative matters with Curtis. Incidentally, we spent an evening with Stuart Curtis and his wife, took them to dinner. While we were in his town we had a look at his records.

Work done today with a salad manufacturer will I am confident result in his conversion from raw onions to dehydrated following sample batch trial which has been arranged. I think some ground work was laid in several cases which will pay off later.

To put it mildly I am inclined to believe both Curtis and Springer are very definite "individuals". Springer has very definite acceptance in the majority of accounts. Stuart Curtis appears to be well received and to have made a definite impact with the majority of accounts we have seen.

Will submit another report at the end of next week providing the weather permits us to get on with our trip as scheduled. In view of present weather conditions and forecast it is entirely possible we may have to fly to Portland, Seattle and Vancouver. However, as matters now stand we plan to leave here at 8:00 A.M. Sunday morning by car as originally scheduled unless the roads are closed.

Sincerely,

Nat Read
Special Sales Representative

NR:pl
cc: E. G. Lambrecht

3252 RESPONDENT'S EXHIBIT 332

GENTRY CALL REPORT

Salesman: McGill Date: 6/22/55
Firm: John Sexton & Co.
Person Contacted: Sam Vazzano

Wouldn't buy anything from Gentry in a million years because of Con Foods tie-up—

Have already entered into a contract with Pucci—Sam claims, no price revision dates and the same price as last year—

All other seasoning bought in Long Island City—

3253 RESPONDENT'S EXHIBIT 333

GENTRY CALL REPORT

Salesman: Kraham Date: 9/13/56
Firm: John Sexton & Co.
Person Contacted: E. S. Egan

This call made per JDF suggestion.

Actually, we haven't got a ghost of a chance to do any business here.

As long as we are a division of Con. Foods, none of the Sexton divisions will buy anything from us.

3254 RESPONDENT'S EXHIBIT 334

GENTRY CALL REPORT

Salesman: McGill Date: 10/19/55
Firm: John Sexton
Persons Contacted: Tom Sexton & Sam Vazzano

Went up to see Tom Sexton to find out who got the WOF contract for this year. It went to Pucci again and I couldn't get the exact price but Sam, Tom's assistant said it went for somewhere around .57 L. A. No hope for us. Anti-Consolidated.

3255 RESPONDENT'S EXHIBIT 335

GENTRY CALL REPORT

Salesman: Curtis Date: 8/4/55
Firm: John Sexton & Co.
Person Contacted: E. S. Egan

Mr. Egan now buying onion and garlic products from Basic. Buys WOP at .46 lb. delivered. Previous to July 1 it was .45. Mr. Egan has sufficient quantity DRBP on hand at present but is working out possible order for new crop with Max Buell on a part car stopover setup. Not using chili powder or crushed or ground red pepper at present. Mr. Egan advises there is some reluctance for parent company to buy as we are connected with Consolidated Foods. Will follow this account closely as this is one of the largest volume accounts in area.

3256 RESPONDENT'S EXHIBIT 336

GENTRY CALL REPORT

Salesman: Curtis Date: 3/31/55
Firm: John Sexton & Co.
Person Contacted: E. S. Egan

At the present time this firm is buying onion and garlic products from Basic. Also buys large quantities DRBP from Cannon. Use approx. 300 cs. per week, including green peppers. Quoted our present prices. Some interest. Will not buy our onion and garlic at present due to Consolidated Foods tie-up. However we may buy in future. Obtains Horseradish Powder from their Chicago plant. Use no other products at present in our line.

3257 RESPONDENT'S EXHIBIT 337

GENTRY
A Division of
Consolidated Grocers Corporation

To: M. E. Atkinson September 27, 1951
Subject: Christmas Cards

Dear Maury:

We see an invoice come through for Christmas cards, and we had in mind writing to you on that subject, but apparently you have already placed your order for your cards.

Apparently, you used the legend: "Gentry Division, Consolidated Grocers".

Our thought here was that in the preparation of our Christmas cards we would have them engraved "Gentry"—nothing more, and would have in mind writing our names in from the standpoint of the individuals who are going to send out the cards involved.

In other words, what we distinctly had in mind doing was to leave off the "Division" and the reference to Consolidated Grocers Corporation, because there are a number of accounts in the country where Consolidated Grocers Corporation through its various marketing divisions is an arch competitor of the accounts who will receive your cards.

I am sure there are a number of accounts you can think of, along these lines, but certainly, and foremost, one that comes to my mind is John Sexton & Company.

What is your thinking on this matter?

Sincerely,

/s/ Lloyd
L. C. Bellisime,
Vice President

LCB:am
cc: Joe Farrell

3258 RESPONDENT'S EXHIBIT 338

GENTRY CALL REPORT

Salesman: S. W. Curtis Date: 10/5/54
Firm: John Sexton & Co.
Person Contacted: E. S. Egan

Only bulk items bought here for mfg., canning & packing. Uses onion powder, & flakes, some garlic, Spanish paprika, (own importer), chili powder, in fact everything we sell including sweet basil. Buys from various competitors. Nothing from us due to Consolidated tie-up. However, if price were right, he might change. Show definite interest in onion powder, onion flakes, & diced peppers. Will follow closely. Bought 12,000# W.O.F. this year. 8,000# W.O.P. Max B. knows this account.

# RESPONDENT'S EXHIBIT 339

3759

## GENTRY CALL REPORT

Date of call 7/7/54

John Sexton + Co — By McGee
FIRM — SALESMAN

500 N. Orleans — BROKER — CITY
ADDRESS

Chicago — Ill.
CITY — STATE

PRICE SHEET CLASSIFICATION
('X' appropriate square or squares)

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Mfrs. c/o/c/p | | Red Carpet | | Inst. c/o/c/p | | Chi-ll Pods | | | | | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | - | |

Sam Vazzano + James Cuber
BUYER (Show first name or initials) TITLE

James
Person Contacted (Show first name or initials) TITLE

X Jobber — X Manufacturer

New Prospect — New Account — New Buyer — New Address — New Firm Name

X Contacted personally — Contacted by telephone

Remove from list — Surrender only

NO CHANGE REQUIRED IN L.A. RECORDS

This firm is — familiar with our type of products.
is not:

I did — did not — give directions for use.

Left — Mgr. — MDR/CARD for — TIME

Presents for Bulk + Inst. O+G

No Sale

SOLD:

Note: Do not detail order instructions on this sheet: all pertinent data must be shown on order form.

* Send bulk O+G + Chili price sheets to James Cuber — James told me that Frank Fearnhamp gets all the business, and that we would have a tough time getting any of it — because of Con Gro Corp —

(*) Send Inst. price sheets #6 to Sam Vazzano — When new samples of #10 WOF Chips are available will submit them for cutting — then he claims the best deal as far as price and material will get the business — did not offer any special deal at this call — #10 WOF — WOC — Sent to T. [illegible] Sept. Coming from Sales by L.C.B. has sent 7-14

FOR LOS ANGELES OFFICE

REVISE AS CHECKED — ROUTE TO:

ADD TO:
___ A List — 2 Identical — ___ F.P.C., Sr.
___ B List — ___ L.C.B.
___ S List — ___ A.B.P.
___ Chem. List — ___ A.N.P. (Lab)
___ T.C.L.

REMOVE FROM:
___ A List — ___ T.M.
___ B List — ___ I.R.
___ Chem. List — ___ FILE

B 7/13

SAMPLE REQUEST:

Send to attention of
___ For further consideration
___ For promotional use.
___ For experimental use in

(Name) ---------- (Salesman)
(Product)

Report to Cuber #6 to [illegible] with [illegible] Inst quantity [illegible] about [illegible]

MAIL CALL REPORTS TO LOS ANGELES EACH DAY

Form 3-54

3261 RESPONDENT'S EXHIBIT 340

GENTRY CALL REPORT

Salesman: Sherrod Date: 3/5/54
Firm: John Sexton Company
Person Contacted: Mr. E. S. Egan

First please note the new and correct buyer's name for subject company and see that this name is added to the Serenader and other promotional mailing lists. There is no point in me covering the situation thoroughly as it exists with John Sexton. Mr. Egan is unable to purchase our products but we have advised him of the local stocks maintained in Indianapolis by Max Buell and assured him of our willingness and desire to service them on possible future emergency orders which they may require and it looks as though that's the only business we will obtain from subject until and unless they change their thinking with regards to our division and Con Grocers. For your information in addition to the canning plant operated here subject now also warehouses their general line of products and work a crew of salesmen contacting the institutional trade out of Indianapolis or the surrounding area.

3262 **RESPONDENT'S EXHIBIT 341**

Mr. Martin Kraham June 29, 1953

[Re:] John Sexton & Co.
Chicago, Illinois

Dear Marty:

We have for acknowledgment your call report slip of June 24, telling us that Puccinelli will supply subject concern a car of White Onion Flakes in #10 tins, at a price of $.5975 fob California. That is certainly a low price and lower than we would actually want to go.

I think there is more involved here than price, because we sold Sexton material up to the time of the joining forces with the Consolidated Grocers Corporation, and when that came about, Tom Sexton was very unhappy.

Your files will indicate (assuming they go back that far) that he stated flatly that by buying from Gentry he would now be supporting his largest and toughest competitor, and from that point of view, he definitely felt he should look for another source of supply.

Quite frankly, I would not put too much faith in the reported price at which Puccinelli sold — it might actually be considerably higher, because I think you have the competitive situation that is quite important and somewhat similar to the condition that exists with Witwer Grocery Company.

In any event, I would continue to call from time to time, but I would have these facts in mind.

Sincerely,

L. C. Bellisime,
Vice President

LCB:am

3263 **RESPONDENT'S EXHIBIT 342**

Air Mail
Max Buell
Indianapolis

March 2, 1953

[Re:] Columbia Conserve Co. & John Sexton & Co.
Indianapolis, Indiana Chicago, Illinois

Dear Max:

Answering your inquiry of February 27th, we are not selling Sexton at this time nor have we since our association with Consolidated Grocers Corporation. Sexton is one of the few wholesalers who have judged against us the fact that we have become a member of the Consolidated family, referring to that as direct competition. They formerly bought our WOF in the institutional packs in carload quantity and considerable poundages of the institutional pack of garlic powder. Some years ago they bought chili powder in bulk from us but not recently.

It was my understanding that the formula and trade name of Columbia Conserve had been taken over by Venice Canning Company of Vineland, New Jersey, and if this has anything at all to do with your contacts, please know that the Venice outfit is a very good customer of ours purchasing chili powder, domestic paprika, garlic powder, cumin and oregano from us.

Sincerely,

A. S. Pettit

ASP:mf
cc: Carl Sherrod

3264 **RESPONDENT'S EXHIBIT 343**

## GENTRY CALL REPORT

Salesman: L. Olsten Date: 7/18/55
Firm: Simon Bros. Inc.
Person Contacted: A. C. Simon

Spoke at length with A.C. in regards to private label WOF. He claims within the last 3 months he has bought over 300 cases of WOF from Puccinelli in order to be competitive. Said that he has found in bidding against our parent company (Con Foods) that he has had to buy from Puccinelli in order to meet the price. I told him definitely that the price structure was the same with Con Foods as it was with him, but that we could not control their pricing. He admits that as far as quality is concerned we are an excellent source, but he feels that the results he gets with Puccinelli material are more than satisfactory.

He has approx. 25 cases of private label onion flakes to go and has promised to withdraw those. However, he said unless our price structure changes he will not renew contract and take any more in from us. Was also disturbed because we refused to drop ship 25 cases for him and give him the 10% discount. I pointed out it was company policy that required a 50 case shipment and could not deviate from this. Simon is ready to do business with us, however, it seems to me he is anti-Con Foods and is using this as an excuse to pull the business away. I cannot believe we sell so far out of line on price and that he would lose any business because of this.

Will discuss this account with Marty upon return as he has close personal contacts here. Roger Simon who handles DRB was gone for the day, unable to contact.

3266 RESPONDENT'S EXHIBIT 344

GENTRY CALL REPORT

Salesman: Read Date: 1/29/54
Firm: Tasty Food Products
Person Contacted: Mr. Barnes

Wanted to contact Mr. Barnes again before leaving for my trip through Louisiana and Mississippi. Had hoped they would have a big chili run coming up soon so that we could ship some chili powder, onion and garlic powder. Mr. Barnes said there was no prospect for the next 30 days or so for any sizable run of chili. Said he was still using on the block of chili powder and garlic powder he got from Ed Estes this past Fall.

Am hoping that this constant hammering away on Mr. Barnes will eventually produce some results. This used to be a regular Gentry customer but some of our competitors convinced Mr. Barnes at one time that he shouldn't buy from a "competitor". Believe we have this feeling about deep down but we still have not gotten any sizable orders from here. In fact we have not been able to write an order here since last August and at that time for 5 cs. each WOF and COG.

3267 RESPONDENT'S EXHIBIT 345

GENTRY CALL REPORT

Salesman: Read Date: 12/31/53
Firm: Tasty Food Products Company
Person Contacted: Mr. P. C. Barnes

This canning company is a division of the Kimbell Company of Fort Worth which has wholesale grocery outlets all over the state. Prior to my starting on this territory this company had purchased large quantities of chili powder, paprika, and onion and garlic powder from Gentry. Since I have been on the job we have sold them rather small quantities. From best I can find out someone, probably Ferguson the Dallas broker, and Ed Estes, have poisoned Mr. Barnes' mind with statements about Gentry being part of Consolidated Grocers with the Consolidated canning companies and grocery outlets being in direct competition with Kimbell and their canning plants. Have thought that I had overcome the prejudice that had been built up in Mr. Barnes' mind. However, we have had no large orders here. A year ago this last fall they bought large quantities of chili powder and Spanish Paprika from Ferguson the Dallas broker. Mr. Barnes said he was going to stay with Spanish Paprika. Earlier this fall Mr. Barnes bought some chili powder from Ed Estes. He told me that this was a small order and that Mr. Estes just happened to be by just after he received a call from Fort Worth headquarters to make a small run of chili. Said his big run for the year had not taken place.

Mr. Barnes tells me by telephone today that they are very busy canning some other items right now and that he does not know when they will have a big run of chili but that he is quite sure it will be late January or early February at least. Promised to keep us in mind when he was ready for more chili powder, garlic powder, onion powder and paprika.

RESPONDENT'S EXHIBIT 346

3268

CHILI & PAPRIKA DIVISION

CHILI PEPPER • CHILI POWDER • CALIFORNIA PAPRIKA
IMPORTED PAPRIKA • CALIFORNIA & MEXICAN FOOD

DEHYDRATION DIVISION

ONION POWDER • ONION FLAKES • ONION CHIPS
GARLIC POWDER • GARLIC FLAKES

**JOEL H. SPRINGER CO.**
*Manufacturers' Agents*
**FOOD PRODUCTS**
7 FRONT STREET • SAN FRANCISCO 11, CALIFORNIA
TELEPHONE GARFIELD 1-5508
DIRECT FACTORY REPRESENTATIVES
**GENTRY**

October 13, 1954

Gentry
Los Angeles, Calif.

Gentlemen:

TRASDALE PACKING CO., 1701-A EL CAMINO REAL, MOUNTAIN VIEW, CALIF.

Had a pleasant visit with Mr. Barry of subject concern yesterday, and was finally able to pin him down as to why we haven't done any business with them since back in 1951.

He told us that he stopped buying from Gentry, because they had become a part of the Consolidated organization, and he couldn't see why they should buy from their competition. In feeling this out, we find he is referring to the Fred M. Drew Co. of Santa Clara, who packs the same type items that subject concern does.

So, in talking the subject over, we gathered the impression that he has nothing against Springer, nothing against Gentry, but just doesn't like Drew, hence the loss of the business.

However, we had quite a talk with him, and did get him interested enough to request the following:

Please send to the attention of Mr. Barry, your suggested formula for BBQ Beans, and also send him a lb sample of the BBQ Mix.

We will follow-up in the normal course of events.

Thanking you, we are

Sincerely yours,

JOEL H. SPRINGER CO.

Joel H. Springer, Jr.

jhsjr:j

RECEIVED OCT 14 1954 GENERAL OFFICE GENTRY

R 346

3269 RESPONDENT'S EXHIBIT 347

GENTRY CALL REPORT

Salesman: Curtis Date: 8/25/56
Firm: Teasdale Packing Co.
Persons Contacted: Larry Teasdale and Mr. Barry

This firm uses good quantities chili powder. Would not state competition. Using Basic O & G. Very pleasant but would not consider changing present sources. Feels as a member of Con Foods, we are indirectly direct competition. However, will continue to call regularly as good volume here.

3270 RESPONDENT'S EXHIBIT 348

GENTRY CALL REPORT

Salesman: S. W. Curtis Date: 2/21/57
Firm: Teasdale Packing Co.
Person Contacted: Mr. Larry Teasdale

Mr. Teasdale very pleasant. Packs vegetables and fruits. Also tomato products. Due to direct competition from U. S. Products and other Consolidated branches, Mr. Teasdale feels as long as can obtain quality mdse from competitors will use same. Very pleasant but firm on this matter. Will continue to call as situation could change and considerable volume in many of our items here. Could do nothing further at this time.

3271 RESPONDENT'S EXHIBIT 349

GENTRY CALL REPORT

Salesman: S. W. Curtis Date: 5/2/58
Firm: Teasdale Packing Co.
Person Contacted: Nels Berry

Time with buyer 15 minutes.

Mr. Teasdale not at plant—story same here: will not buy from us due to Consolidated Foods connections—very pleasant, but we can do little here.

3272 RESPONDENT'S EXHIBIT 350

GENTRY CALL REPORT

Salesman: Curtis Date: April 3, 1959
Firm: Teasdale Canning Co.
Person Contacted: Secretary

Mr. Barry not available nor was Mr. Teasdale. Secretary advised would not be back today. This company direct competitor Con Foods and we have been unable to do any business here.

3273 RESPONDENT'S EXHIBIT 351

GENTRY CALL REPORT

Salesman: Curtis & Springer Date: 6/25/58
Firm: Tiedemann & McMorran
Person Contacted: Lee Pierson

Time spent here five minutes.

Sold: 120 lbs. in 24/1# Barbecue Spice Mix for Sacramento. Lee still will not give us any onion and garlic due to our Consolidated Foods connections. Said this also on pimientos, although did admit picked up from Coastal Valley at low price. Could do nothing further on these items, Lee quite busy and could not push. We are attempting to run onion and garlic through Pauli so that we will be able to regain this business, might work. Could do nothing further here now. John Tiedemann was not available nothing to contact government department as already have options out with them on a couple of small pimiento bids.

3274 RESPONDENT'S EXHIBIT 352

GENTRY CALL REPORT

Salesman: Curtis & Springer Date: 6/18/58
Firm: Tiedemann & McMorran, Ltd.
Person Contacted: Lee Pierson

Lee checked stock records, claimed needed nothing. It is our personal opinion he is now buying onion and garlic under private label from Puccinelli to save 1¢ or more a pound. They have given excuse we are part of Con Foods, consequently only buy what necessary from us. Tried to interest Lee in pimientos, again he checked stock but loaded. Time here fifteen minutes.

3275 RESPONDENT'S EXHIBIT 353

GENTRY CALL REPORT

Salesman: Curtis & Springer Date: 5/7/58
Firm: Tiedemann & McMorran
Person Contacted: Harold Junge

Time here fifteen minutes. While here also saw Lee Pierson, canned goods and Institutional buyer. Checked stock cards, needed nothing. Personally feel we are no longer obtaining onion and garlic business due to Con Foods connection as previously expressed by Lee Pierson and reported in call report. However, this was not repeated at this meeting. In checking with Mr. Junge of government dept. wanted a quote on 7 Oz. whole for government bid but unfortunately we could not fill. Nothing else in our line at the present.

3276 RESPONDENT'S EXHIBIT 354

GENTRY CALL REPORT

Salesman: M. Kraham Date: 9/13/55
Firm: Trapp Bros.
Person Contacted: Richard Trapp

Pleasant interview but Richard finds it difficult to break away from old sources of supply on Chili, WOF, etc. Actually competition in the Chicago area has been harping on the Con Foods angle advising the trade not to deal with their "competition." While Richard hasn't repeated this to me, he has implied it. Outside of an occasional Cayenne & Paprika order I haven't been too successful here.

3277 RESPONDENT'S EXHIBIT 355

GENTRY CALL REPORT

Salesman: Curtis Date: 12/3/57
Firm: United Grocers
Person Contacted: Dick Heinrich

This call was made by both myself and Joe Springer, and was a follow up to samples to pimientos left here a few weeks ago. Dick advised our material excellent, however, in view of our tie up with Consolidated Foods at present could not purchase for regular use, however, in an emergency or fill in we might possibly be considered as our merchandise was equal to any they had cut this year. This was pleasant news although none too profitable at present. All we can do is continue to submit and hope eventually to land some of this business.

3278 RESPONDENT'S EXHIBIT 356

GENTRY CALL REPORT

Salesman: Curtis Date: 11/4/59
Firm: Mutual Grocery Co. (United Grocers)
Persons Contacted: Winn Reed & Clarence Snow

Presented our pimientos again at this firm. All buying now moved from San Francisco branch United Grocers to this main plant. Situation unchanged. Main reason for not buying we are a member of Cons. Foods organization. Only buys from us as last resort at present. This situation could change so should continue to contact and present pimientos. No institutional business except small branch still in S.F.

3279 RESPONDENT'S EXHIBIT 357

GENTRY CALL REPORT

Salesman: Curtis Date: 11/6/57
Firm: United Grocers Ltd.
Persons Contacted: G. W. Ingram, Dick Heinrich, Bob Feiling

Discussed pimiento booking with all three gentlemen. George said his volume was too small to warrant same. Has been using some of our 2½ W & P and said would probably continue same although has no call for other items. Those that he does he draws from own stock. Dick said that due to our tieup with Con Foods, unless no other source available, we would not be considered at present. This was the same condition with Bob Feiling and also the fact that they now have too many brands of pimientos in the warehouse. Intend to drop one or two this year due to lack of space. However, they appreciated our samples for cutting and comparison. Also did say situation could change consequently worth continual call as considerable volume involved here.

3280 RESPONDENT'S EXHIBIT 358

GENTRY CALL REPORT

Salesman: Curtis Date: 1/7/57
Firm: United Grocers Ltd.
Persons Contacted: G. W. Ingram, Dick Heinrich, Bob Feiling

Each dept. seen separately.

Saw Geo. W. Ingram, inst. dept. regarding inst. size spices and onion and garlic products. At present time spice dept. not large enough to warrant stocking. Now picking up some of our onion and garlic products from Pauli. Pauli packs all spices for him at present. However, if dept. grows will definitely consider adding our line. Also discussed pimientos with Mr. Ingram. Said might possibly be able to use some in summer months. Will follow this up later. Private label—Dick Heinrich. Discussed pimientos with Dick for private label. Under present U. G. policy will not change from present source due to our connection with Con Foods. However agreed to later cutting for comparison. Should we be much superior we might possibly be able to override general feeling regarding our setup.

Packers label—Bob Feiling. Also in same position regarding our mdse. Said well satisfied with Coastal Valley and other Ga. pimientos carried. Loaded with all types and cannot add new label at present. However, agreed to future cutting. No other items in our line suitable for their use.

3282 RESPONDENT'S EXHIBIT 359

GENTRY CALL REPORT

Salesman: Curtis Date: 10/9/56
Firm: United Grocers Ltd.
Person Contacted: Dick Heinrich

Went through Pimientos and Green Chilis and prices with Mr. Heinrich regarding possibility of private label here. At present time cannot change source due to Con Food connection, however, very much interested in quality, price, etc. Situation here could change and definitely worth keeping in close contact with. Will cut our merchandise when available.

3283 RESPONDENT'S EXHIBIT 360

GENTRY CALL REPORT

Salesman: Curtis & Springer Date: 8/12/58
Firm: United Grocers, Ltd.
Persons Contacted: Bob Feiling & Al Lindell

Again submitted to both Bob Feiling and Al Lindell our 4 Oz. Whole Pimientos. At the present time will not add another label, although Bob was most impressed with same. Regarding private label nothing can be done on this material Coastal Valley, policy here not to buy from Con Foods if at all possible to obtain from other sources. This policy still has not changed. However, we feel definitely should continue to submit as situation could change. Large potential here. This call made in A.M.

3284 RESPONDENT'S EXHIBIT 361

GENTRY CALL REPORT

Salesman: Curtis & Springer Date: 5/8/58
Firm: United Grocers, Ltd.
Person Contacted: George W. Ingram

Time here about forty-five minutes. Checked with George regarding onion and garlic and institutional pimientos, he had enough on hand. Buys in very small quantities as institutional division not large here. We also saw Al Lindel and Filing on pimientos, situation still unchanged, and they do not buy from Con Foods whenever material can be obtained from other sources. However, we continue to submit samples as situation could change.

3285 RESPONDENT'S EXHIBIT 362

GENTRY CALL REPORT

Salesman: Curtis Date: 2/18/58
Firm: United Grocers
Persons Contacted: Dick Heinrich, Bob Feiling & G. W. Ingram

Actually this was two calls, one in the A.M. time spent three-quarters of an hour, in the P.M. an hour to an hour and a half. On the A.M. call on Dick Heinrich, private label canned goods. Dick advised no situation change, very satisfied with cuttings of our Pimiento and Green Chili samples sent in. Again reiterated would like very much from a quality standpoint to purchase, but due to company policy could not change from present source. They will not pur-

chase from a Consolidated Food division unless absolutely necessary. Returned in the afternoon to see Bob Feiling and George Ingram, Bob Feiling in charge of packers label, canned goods, George Ingram in charge of institutional divn. Checked with Bob Feiling and he advised no change in their policy regarding Consolidated Foods, therefore could not possibly use packers label on our Pimientos. However, in institutional field, we are able to use some of our Pimientos here and also our Onion and Garlic products.

3286 RESPONDENT'S EXHIBIT 363

Respondent's Exhibit 363 is a duplicate of Respondent's Exhibit 355.

3287 RESPONDENT'S EXHIBIT 364

GENTRY CALL REPORT

Salesman: Kraham
Firm: Witwer Grocery Company
Person Contacted: Mr. Witwer
Date: 2/1/54

Pleasant interview but still definitely anti-Con Grocers. However, it pays to make the call because they have a very nice operation and we can never tell what will happen in the future.

3304 RESPONDENT'S EXHIBIT 372

Purchases (in Pounds) of Dehydrated Onion
by
Universal Foods Corporation
(1946-1958)

| Year | Gentry Onion |
|---|---|
| 1946 | 4,310 |
| 1947 | 2,500 |
| 1948 | 1,070 |
| 1949 | 3,125 |
| 1950 | 3,690 |
| 1951 | 6,416 |
| 1952 | 8,986 |
| 1953 | 12,571 |
| 1954 | 23,925 |
| 1955 | 15,160 |
| 1956 | 13,545 |
| 1957 | 8,130 |
| 1958 | 4,830 |

Source of Gentry Data: Service Bureau Corporation.

3305 RESPONDENT'S EXHIBIT 373

## Purchases (in Pounds) of Dehydrated Onion and Garlic by Oscar Mayer & Company (1946-1958)

| | Purchases By Madison, Wisconsin Plant | | | | | | Purchases From Gentry Only By Other Plants | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Gentry | | Basic | | Manufacturer's Co-op Association | | Chicago | | Los Angeles | |
| Year | Onion | Garlic | Onion | Garlic | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | | | No Data | | No Data | | | | | |
| 1947 | | | No Data | | No Data | | | | | |
| 1948 | | | No Data | | No Data | | | | | |
| 1949 | | | 40,088 | | No Data | | | | | |
| 1950 | | | 43,610 | | No Data | | | | | |
| 1951 | 155 | | 41,560 | 197 | No Data | | | | | |
| 1952 | | | 33,445 | 1,020 | No Data | | | | | |
| 1953 | | | 49,718 | 2,940 | | | | | | |
| 1954 | 100 | | 44,560 | 4,740 | | | | | | |
| 1955 | | | 62,060* | 6,120* | 55,000* | 5,100* | 5,000 | | | |
| 1956 | | | 43,000* | 1,020* | 43,000* | 5,640* | | | | |
| 1957 | | | 61,500* | 5,460* | 61,500* | 5,460* | | | | |
| 1958 | | | No Data | | 52,372 | 4,080 | | | 1,028 | |

Source of Gentry Data: Service Bureau Corporation

Source of Basic Data: Commission's Exhibit 219

Source of Manufacturer's Co-op Association Data: Oscar Mayer & Company records

*Note: In 1955 Oscar Mayer's Madison plant ceased purchasing onion and garlic directly from dehydrators and began purchasing exclusively through Manufacturer's Co-op Association of Chicago, a buying cooperative. Hence, the Basic data refers to sales to Oscar Mayer *through* Manufacturer's Co-op Association and, therefore, duplicates the Oscar Mayer data on purchases from Manufacturer's Co-op. Both sets of figures are included in the table to show that most—if not all—of the onion and garlic purchased from Manufacturer's Co-op was Basic material.

3306 RESPONDENT'S EXHIBIT 374

Purchases (in Pounds) of Dehydrated Onion and Garlic by Swift & Company (1946-1958)

| | Gentry | | Basic | | |
|---|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic | Total Onion & Garlic |
| 1946 | 14,585 | 9,543 | | | |
| 1947 | 5,950 | 3,210 | | | |
| 1948 | | 300 | | | 31,002 |
| 1949 | 405 | 3,096 | | | 12,984 |
| 1950 | 2,950 | 23,112 | | | 35,500 |
| 1951 | 1,948 | 60,591 | | | 61,995 |
| 1952 | 1,181 | 30,237 | | | 65,830 |
| 1953 | 1,246 | 120 | | | 103,812 |
| 1954 | | 920 | | | 43,554 |
| 1955 | 3,400 | 11,790 | | | No Data |
| 1956 | 52,590 | 1,728 | 25,978 | 22,326 | |
| 1957 | 37,145 | 9,720 | 9,125 | 4,020 | |
| 1958 | 34,032 | 1,527 | 30,750 | 11,604 | |

Source of Gentry Data: Service Bureau Corporation.

Source of Basic Data: Basic Vegetable Products, Inc. records.

3316 RESPONDENT'S EXHIBIT 380

Purchases (in Pounds) of Dehydrated Onion and Garlic by Aunt Jane's Foods, Inc., Formerly J. J. Gielow & Sons (1946-1958)

| Year | Gentry | | Basic | |
|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic |
| 1946 | | | | |
| 1947 | | | | |
| 1948 | | | | |
| 1949 | | | 3,622 | 2,520 |
| 1950 | 3,375 | 2,550 | 2,070 | 3,546 |
| 1951 | | 150 | 7,520 | 8,640 |
| 1952 | 225 | 450 | 13,380 | 12,078 |
| 1953 | 1,100 | 450 | 10,200 | 10,692 |
| 1954 | 14,937 | 12,261 | | |
| 1955 | 18,200 | 19,160 | | |
| 1956 | 4,635 | 2,870 | | |
| 1957 | 11,490 | 13,910 | | |
| 1958 | 3,000 | 7,500 | | |

Source of Gentry Data: Service Bureau Corporation.

Source of Basic Data: CE 219.

3317 RESPONDENT'S EXHIBIT 381

Purchases (in Pounds) of Dehydrated Onion and Garlic by Armour & Company (1946-1958)

| | Gentry | | Basic | | Puccinelli | |
|---|---|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | | | No Data | | No Data | |
| 1947 | 1,000 | | No Data | | No Data | |
| 1948 | 1,850 | 300 | No Data | | No Data | |
| 1949 | 8,960 | 3,900 | 22,717 | 7,540 | No Data | |
| 1950 | 9,950 | 2,880 | 16,775 | 4,500 | No Data | |
| 1951 | 19,075 | 3,900 | 47,599 | 13,010 | No Data | |
| 1952 | 9,160 | 1,020 | 54,640 | 19,080 | No Data | |
| 1953 | 4,010 | 430 | 44,050 | 11,880 | No Data | |
| 1954 | 4,330 | 120 | 78,256 | 20,460 | | |
| 1955 | 14,325 | 60 | 141,196 | 30,900 | | |
| 1956 | 150 | | 91,965 | 16,860 | 61,000 | 11,730 |
| 1957 | 5,010 | | 63,950 | 16,140 | 40,000 | 24,180 |
| 1958 | | | 40,500 | 25,000 | 2,500 | 1,830 |

Source of Gentry Data: Service Bureau Corporation.

Source of Basic Data: Commission's Exhibit 219, except for year 1958 from Armour & Company records.

Source of Puccinelli Data: Armour & Company records.

3318 RESPONDENT'S EXHIBIT 382

Mr. Fred W. Specht, President
Armour & Company
Union Stock Yards
Chicago, Illinois

Dear Mr. Specht:

As you no doubt know, Sprague Warner is a division of Consolidated Grocers Corporation. We also have a division known as the Gentry Division who pack all kinds of seasonings including onion powder, chili powder, etc.

Several years ago I had the pleasure of having lunch with Mr. Franklin and at that time I had with me our representative of the Gentry sales organization in Chicago. At that time the Cardinal Stores who are sponsored by Sprague Warner were not handling Armour's canned meats and Sprague Warner took them on and started to advertise them in their Cardinal ads. It was something of a "you scratch my back and I'll scratch yours" deal. We gave Armour some canned meat business and Armour gave Gentry some business on chili powder and other items.

Sprague Warner continues to buy Armour canned meats for its group but Armour has given Gentry a rough time and we are wondering why. Gentry can manufacture products for your company to your specifications and we know the price is in line with competition. I would appreciate very much knowing why our Gentry Division is being bypassed.

With kindest regards.

Cordially yours,

Division President
Sprague Warner, a Division of
Consolidated Grocers Corporation

JHSarther
vu
cc Mr. Martin Kraham

3319 RESPONDENT'S EXHIBIT 383A-B

ARMOUR AND COMPANY
Chicago 9, Illinois

Mr. J. M. Sarther
Division President
Sprague Warner
Chicago 90, Illinois

October 6, 1953

Dear Mr. Sarther:

I was glad to get your letter of September 23. My delay in answering was necessitated because of my desire to develop the facts.

The Canned Meat relationship that was established with your Cardinal Stores is growing and expanding on a very satisfactory basis and so far to date this year has reached a rather substantial volume. I am told that we are working very closely with your Cardinal group and apparently that cooperation is materializing in increased Canned Meat sales.

Our investigation of our purchases from your Gentry sales organization, however, is not encouraging. As a matter of fact, it is somewhat discouraging and disappointing to us, as it must be to you. You are undoubtedly familiar with the fact that all of the spices and spice ingredients purchased for our Canned Foods and Sausage manufacture must pass through our laboratories for quality control reasons, and specifications have been set up as to quality, grind, etc., of each individual commodity that we use. Our purveyors have been furnished with our specifications and we charge our quality control laboratory with seeing to it that our quality is not compromised. Their position, so far as suppliers are concerned, is that of a disinterested party.

We are advised that starting in January of 1952, we began having rejections on the products we were buying from you. On January 28, 4,500# of Garlic were rejected.

Again on February 5, another shipment of Garlic was rejected. On May 6, another shipment consisting of Onions was rejected. On May 13, another shipment of Garlic was rejected. On November 5, a 5,000# shipment of Onions was rejected.

3320 Our Purchasing Department advised that they discussed each of these rejections in detail with your Gentry representative, explaining how embarrassing it was for us to reject product from people as friendly as you, and how anxious we were to have them correct their difficulties so that our friendly relationship might continue.

We also had six rejections on your Chili Pepper and Ground Red Pepper.

In spite of these rejections, we sent you an inquiry on our 1953-54 requirements of Paprika and Chili Pepper. You were unable to quote on the Paprika and the price that was submitted on the Chili Pepper was 10¢ a pound higher than the highest price received from any other bidder on our specification product. On 240,000# of this commodity, which was our requirement, this would represent a $24,000.00 penalty.

I can assure you that it is the desire of our people to reciprocate and cooperate with you in any way we can in line with good business practices, and I am sure that if our quality obstacles can be overcome, your quotations will receive favorable consideration. We value our relationship with you very highly and are disappointed that we have been unable lately to reciprocate for your fine cooperation on Armour Pantry Shelf Meats.

Finally, if there are any of the statements outlined in the above that you challenge in any way, I would appreciate having details.

Sincerely yours,

/s/ H. W. Specht
H. W. Specht

S:a

3321 RESPONDENT'S EXHIBIT 384

## QUAKER OATS COMPANY

### Purchases (in Pounds) of Dehydrated Onion and Garlic (1946-1958)

| | Gentry | | Basic | |
|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic |
| 1946 | | | No Data | No Data |
| 1947 | | | No Data | No Data |
| 1948 | | | No Data | No Data |
| 1949 | | | No Data | No Data |
| 1950 | | 270 | No Data | No Data |
| 1951 | 5,004 | 225 | No Data | No Data |
| 1952 | | 246 | No Data | No Data |
| 1953 | | 120 | No Data | No Data |
| 1954 | 800 | 480 | No Data | No Data |
| 1955 | 15,750 | 7,000 | 23,000* | 7,000* |
| 1956 | 19,500 | 5,190 | 50,000 | 8,000 |
| 1957 | 9,900 | 3,540 | 49,500 | 15,400 |
| 1958 | 26,550 | 6,780 | No Data | No Data |

* Purchases for last half of 1955 only.

Source of Gentry data: Service Bureau Corporation tabulation.

Source of Basic data: Quaker Oats Purchasing Accounting Records.

3322 RESPONDENT'S EXHIBIT 385

B. HELLER & COMPANY

Purchases (In Pounds) of
Dehydrated Onion and Garlic
From Gentry (1946-1958)

| Year | Onion | Garlic |
|---|---|---|
| 1946 | 1,000 | 3,600 |
| 1947 | | 6,300 |
| 1948 | | 11,700 |
| 1949 | | 5,100 |
| 1950 | 250 | 120 |
| 1951 | 750 | 2,100 |
| 1952 | 3,750 | 14,350 |
| 1953 | 11,750 | 21,720 |
| 1954 | 3,490 | 8,820 |
| 1955 | 2,496 | 9,180 |
| 1956 | 2,750 | |
| 1957 | | |
| 1958 | | |

Source of Data: Service Bureau Corporation tabulation.

RESPONDENT'S EXHIBIT 386A-C

3323

CENSUS

REPORT NO. FT 110

# UNITED STATES IMPORTS OF MERCHANDISE FOR CONSUMPTION

## Commodity by Country of Origin

CALENDAR YEAR 1958

U. S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

RESPONDENT'S EXHIBIT 386A-C

-3324

# GENERAL EXPLANATION

## COVERAGE

### Types of Shipments Included

The import statistics include government as well as non-government shipments of merchandise from foreign countries to the United States. However, American goods returned by the United States armed forces for their own use are excluded. Shipments into the United States from Puerto Rico and from the United States territories and possessions and shipments between the territories and possessions and between Puerto Rico and the territories and possessions are not reported as United States imports, but imports into Hawaii and Puerto Rico from foreign countries are considered to be United States imports and are included in this report. Merchandise shipped under Customs custody through the United States in transit from one foreign country to another is not reported as imports. In general, the import statistics are a complete record of the physical movement of merchandise into the United States from foreign countries (except for intransit shipments), but there are some exclusions of items of relatively small importance in terms of total value such as gifts valued at less than $100.

Imports for consumption shown in this report consist of merchandise entered into United States consumption channels, i.e., merchandise released from Customs custody immediately upon arrival, merchandise entered into bonded manufacturing warehouses (other than smelting and refining warehouses), merchandise withdrawn from bonded storage warehouse for release into domestic consumption channels, and imported ores and crude metals which have been processed in bonded smelting warehouse.

### Monthly and Annual Coverage

In general, the compiling procedures provide for the inclusion of shipments in the statistics for the month of import. However, because of processing problems, there has always been a carry-over, of a few percent, of shipments from their proper month to a subsequent month, usually the following month. Normally, the amount of the carry-over from month to month (and from year to year) remain substantially constant. In March 1958, the amount of the carry-over was increased in order to take full advantage of early release dates made possible with the use of electronic equipment for processing import data.

Since the increased carry-over, beginning March 1958, is not compensated for in the 1958 statistics by a corresponding amount being carried over from 1957 to 1958, the 1958 statistics are not strictly comparable with annual data for prior years. However, the additional carry-over amounts to less than one percent of the 1958 annual total. The amount of carry-over will of course vary from commodity to commodity. The indication of the carry-over by commodity for the month of March was presented in the March 1958 issue of FT-110.

## RELATED INFORMATION

Information is also compiled for general imports, which represent total arrivals of imported goods (except for in-transit shipments), i.e., merchandise released from Customs custody immediately upon arrival, plus merchandise entered to bonded storage warehouse, bonded manufacturing warehouse, and bonded smelting and refining warehouse, immediately upon arrival. General import figures covering total trade, country totals and Customs district totals are published monthly. General import commodity statistics are not published but are available for reference purposes.

Trade between the United States, Puerto Rico and United States possessions (not included as United States imports) is presented separately in Report No. FT-800. Statistics on the movement of in-transit merchandise arriving at or leaving the United States by vessel (not included in this report) are also compiled and presented in summary form in Report No. FT-985. In addition, transportation statistics (showing shipping weight as well as value information) are compiled covering that part of general imports of merchandise which arrives by vessel. Summary vessel transportation statistics for both imports and exports are presented in Report No. FT-985. A more complete description of the coverage and presentation of these separate shipping statistics will be found in the introduction to that report.

## SOURCE OF INFORMATION

The source of information for all of the imports included in this report, is the import entry (various Customs forms), which importers are required to file with Collectors of Customs for each shipment arriving in the United States. Importers are instructed to report value and country of origin information in accordance with the definitions given below.

## VALUATION

The dollar value which should be shown on the import statistics is defined generally as the market value in the foreign country and should exclude the United States import duties, ocean freight and marine insurance. In actual practice only the values reported for imports subject to an ad valorem rate of duty (a percentage of the value) will tend to conform precisely to the valuation definition. Imports subject to an ad valorem rate of duty account for only 10-15 percent of the total value of imports. For merchandise not subject to an ad valorem rate of duty (85-90 percent of imports), the reported values may not be in accordance with the above definition. For example, ocean freight may be inadvertently included in the values, values for shipments between allied firms may reflect arbitrary values, etc.

## COMMODITY INFORMATION

Commodity information is reported according to the classifications established in Schedule A, Statistical Classification of Commodities Imported into the United States, and is presented in the order of the numbered classifications in that Schedule. The Import of Merchandise for Consumption by Subgroup table on page 2 of this report indicates the range of Schedule A commodity numbers covering related subgroups of commodities and will assist in locating in the report the statistics for particular commodities. For precise definition of the individual commodity classifications for which figures are presented, reference should be made to Schedule A. The commodity descriptions in this report are necessarily abbreviated to save printing costs and, therefore, in many cases, they do not contain all of the qualifying information necessary to define clearly the commodity for which statistics are shown. The omission of a Schedule A commodity classification from this report indicates no imports of that commodity valued at more than $100 reported on formal entries. (See Section A of the "Explanation of the Sampling Procedure..." which follows this General Explanation.)

There are substantial difficulties to be faced in obtaining the correct commodity classification in terms of the Schedule A classifications. When more than one classification is provided in Schedule A for commodities subject to the same tariff treatment (i.e., tariff classification and rate of duty) importers are not always likely to use the correct Schedule A commodity code number but may use the first number found for a series of classifications which appears to be applicable. While the more obvious errors in the statistical classifications of commodities by importers may be found during the processing of the statistics, a number of errors may go undetected, especially if the description of the merchandise shown on the entry is too general to specifically



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# RESPONDENT'S EXHIBIT 386A-C

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identify the proper commodity classification yet does not appear to be in contradiction with the commodity classification number assigned by the importer.

For technical reasons, Schedule A commodity classifications which have been established to provide for the reporting of quantity data only are being excluded from all monthly tabulations and publications beginning with the March 1958 data and are also excluded from this report. (These commodity classifications should not be confused with those which provide for the reporting of the dollar value of imports and two units of quantity under the same Schedule A commodity classification number. Both units of quantity for such classifications will continue to be published.) Data for these quantity only commodity classifications being excluded from the statistics are being compiled as supplementary information which will be available from the Bureau of the Census, Washington 25, D. C. It may be necessary to make a small charge for the transcription of this information in the form of a special report for release to interested parties.

## COUNTRY OF ORIGIN

Though the country which should be reported in the statistics as the country of origin is defined as the country where the merchandise was grown, mined, or manufactured, the country actually shown in the statistics may in a number of cases represent some other country, such as the country of purchase, lading, or the country in which mixed lots of various origin are consolidated. This is particularly true of goods received from, but not originating in, merchanting or transshipment countries such as Hong Kong, Singapore, Netherlands, Belgium, etc.; in such cases the statistics may credit the shipments to such countries rather than the country of origin as defined. It follows, therefore, that imports from such merchanting or transshipment countries are likely to be overstated and imports from other countries correspondingly understated. Where it is known that a country is not the country of origin, the country of shipment is shown and footnoted in this report.

The geographic definitions of countries report in Schedule C, Classification of Country Designations Compiling the United States Foreign Trade Statistics names which are abbreviated in this report to save shown in full in Schedule C, together with descr the countries, adjacent provinces, territories, other areas considered a part of the country for purposes. Schedule C is published as a part of (see "Commodity Information" above). A separate Schedule C is also available free upon request to of the Census.

Countries are listed for each commodity in according to continents, in sequence within each from north to south and west to east, in accor Schedule C. The omission of a country name indi ports of that commodity from that country.

## SOURCES OF FURTHER INFORMATION ABOUT IMPORT STATISTICS

A complete discussion of the compilation pr coverage for import statistics will be found in t to the latest edition of Foreign Commerce and t the United States. (Copies are available for r public libraries.) Regular subscribers to FT re tomatically supplied with copies of Foreign Trad Notes, a monthly publication containing informa to users of foreign trade statistics (such as, type of shipments covered by current statistical unts, problems of valuation, classification, st log of United States Foreign Trade Statistical is also available. Data in this report are availa erence purposes prior to the publication of the be obtained in advance of publication on payment for a special report. Reports providing additi compiled but not published can be obtained on For free copies of the catalog or for further in garding reference copies of tabulations or the of special reports, request should be made to the Census.

**SPECIAL NOTICE**

**DATA ON IMPORTS OF STAINLESS STEEL TABLE FLATWARE AND RELATED COMMODITIES RE-CLASSIFIED FOR JANUARY-APRIL 1958**

The Schedule A commodity classifications listed below do not appear in this report. These classifications, shown in the January-April 1958 monthly reports were discontinued effective May 1, 1958.

| | | | |
|---|---|---|---|
| 6130 700 | 6130 740 | 6130 780 | 6130 820 |
| 6130 710 | 6130 750 | 6130 800 | 6130 830 |
| 6130 720 | 6130 760 | 6130 810 | 6200 930 |
| 6130 730 | | | |

Data reported in the import statistics under the above commodity classifications during the month January-April 1958 have been reclassified and included in the annual totals shown for the following Schedule A commodity classifications which were announced on April 15, 1958 in Public Bulletin A-1, Changes in Schedule A Statistical Classification of Commodities Imported into the United States:

| | | | |
|---|---|---|---|
| 6130 703 | 6130 734 | 6130 767 | 6130 817 |
| 6130 706 | 6130 737 | 6130 771 | 6130 821 |
| 6130 709 | 6130 741 | 6130 774 | 6130 824 |
| 6130 712 | 6130 744 | 6130 777 | 6130 831 |
| 6130 715 | 6130 747 | *6130 729 | 6130 834 |
| 6130 718 | 6130 751 | 6130 781 | 6130 837 |
| 6130 721 | *6130 732 | 6130 784 | 6130 839 |
| 6130 724 | 6130 734 | 6130 787 | 6130 844 |
| *6130 725 | 6130 737 | 6130 791 | 6130 847 |
| 6130 727 | 6130 761 | *6130 799 | 6130 849 |
| 6130 731 | 6130 764 | 6130 814 | 6130 851 |
| | | | 6200 940 |

Commodity numbers 6130 725, 6130 732, 6130 779 and 6130 799 (indicated with an asterisk) do not appear in Schedule A, but represent arbitrary classifications set up in November 1958. (See the November and December 1958 monthly issues of Report No. FT-410 for further information on these arbitrary classifications.)

The January-April data were reclassified in the statistics on the basis of information contained on questionnaires used to develop separate data on imports of stainless steel table flatware. A detailed explanation of the reclassification procedure was published as a part of the special report, United States Imports for Consumption and General Imports of Table Flatware Wholly of Metal and in Chief Value Stainless Steel, Country by Country of Origin, Revised, January-April 1958 (Cumulative), released by the Bureau on March 10, 1958. A limited number of copies of this report are available upon request.

3326 RESPONDENT'S EXHIBIT 386D - E

Imports of Dehydrated Onion and Garlic
(In Pounds)
(1955-1960)

| Country of Origin | Onion Amount | Garlic Amount |
|---|---|---|
| **1955** | | |
| French Morocco | 4,800 | |
| Egypt | 523,495 | 16,684 |
| Italy | | 13,002 |
| Hong Kong | | 1,200 |
| Japan | | 3,920 |
| Total | 528,295 | 34,806 |
| **1956** | | |
| France | 1,270 | 8,100 |
| Turkey | 14,360 | |
| Egypt | 396,420 | 57,185 |
| Italy | | 107,207 |
| Japan | | 55,970 |
| Taiwan | | 9,000 |
| Total | 412,050 | 237,462 |
| **1957** | | |
| Egypt | 407,081 | |
| Netherlands | 53,464 | |
| Switzerland | 11,023 | |
| Italy | 33,599 | 22,633 |
| Bulgaria | 2,222 | |
| Lebanon | 48,880 | |
| Libya | 2,206 | |
| Japan | | 8,700 |
| Belgium | | 1,190 |
| Spain | | 53,350 |
| Total | 558,475 | 85,873 |

3327

1958

| Country of Origin | Onion Amount | Garlic Amount |
|---|---|---|
| Argentina | 1,080 | 4,624 |
| Netherlands | 259,092 | |
| France | 3,672 | 4,470 |
| West Germany | 22,422 | |
| Italy | 32,000 | 14,623 |
| Bulgaria | 11,023 | |
| Turkey | 22,046 | |
| Lebanon | 51,200 | |
| Egypt | 284,758 | |
| Spain | | 67,140 |
| Japan | | 17,060 |
| Total | 687,293 | 107,917 |

1959

| | | |
|---|---|---|
| Netherlands | 188,381 | |
| France | 4,200 | 47,797 |
| West Germany | 10,470 | |
| Italy | 4,220 | 96,897 |
| Bulgaria | 520,338 | 12,036 |
| Turkey | 230,108 | |
| Egypt | 152,368 | 7,680 |
| Hungary | 16,500 | |
| Spain | | 19,920 |
| Japan | | 97,831 |
| Mexico | | 159,406 |
| Switzerland | | 1,200 |
| Yugoslavia | | 575 |
| Taiwan | | 43,750 |
| Total | 1,126,585 | 487,092 |

1960

| Country of Origin | Onion Amount | Garlic Amount |
|---|---|---|
| West Germany | 10,156 | |
| Hungary | 85,659 | |
| Bulgaria | 416,559 | |
| Egypt | 62,618 | |
| France | 540 | 13,500 |
| Poland | 11,024 | |
| Turkey | 8,400 | |
| Israel | 4,409 | |
| Japan | | 22,020 |
| Italy | | 91,812 |
| Mexico | | 412,062 |
| Other Countries | 666,098 | 217,123 |
| Total | 1,265,463 | 756,517 |

3328 RESPONDENT'S EXHIBIT 387

GENTRY CALL REPORT

Salesman: R. Chana Date: 10/17/57
Firm: Monarch Foods, Canners & Processors
Person Contacted: Lyle H. Tuttle

Orders Pdr. O & G., Regal Paprika, Chili Pepper as needed from the Chgo. office. Covered line, buyer claims he has no need for any other items in our line. Still using sizable amts. of Raw Onion and this is discussed to great length on every call but he won't budge. Also uses Diced Red Bell Peppers but not interested in Pimientos, says price is too high. No interest in Grn. Chilis or anything else at this time and present stocks of Gentry mdse. are sufficient. Not toying with any new ideas or products at this time. Mentioned that Lloyd Olsten from M.S.M. was in the other day.

RESPONDENT'S EXHIBIT 388A-B

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**GENTRY** CALL REPORT
Consolidated Food Processors

12-4-57

Date of call 12-6-57 pl

Hampton, Iowa FIRM — Checked on — By

X ADDRESS — Call made by SALESMAN

Lyle Tutt — Broker — City

COUNTY — Zone — STATE

Mr. / Mrs. / Miss / W — BUYER (Show first name or initials) — TITLE — X Personally — By telephone

Mr. / Mrs. / Miss — Person Contacted (Show first name or initials) — TITLE

X Jobber — Manufacturer — Other

PRICE SHEET CLASSIFICATION
("X" appropriate space or spaces)

| BULK O/G | BULK C/P | Pur. eed Gar-lic | INST. O/G | INST. C/P | Chi-li Pods | Can. Pim. Grn. Chls | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

NO CHANGE REQUIRED ON L.A. ADDRESSOGRAPH PLATE (Same address, buyer, price sheet classification, etc. as on last call.)

This firm is ___ familiar with our type of products. ___ not

___ New Buyer ___ New Address ___ New Firm Name — LOCATION(S) — Likes ___ dislikes ___ give directions for use.

___ Remove from list ___ Surrender only. Send no prices.

___ NEW PROSPECT ___ NEW ACCOUNT ___ REVIVED ACCOUNT (Not sold during past 12 mos.) ___ CONTRACTED — Left ___ Mfd. ___ HOB/CARD for ___ } OFFICE or WHSE.

Prospect for: ___

___ No Sale

SOLD: Note: For standard order instructions on this sheet; all pertinent data must be shown on order form. Indicate number of placements above.

Advised Lyle of the 1¢ per lb. early ~~XXXX~~ shipping allowance which is being discontinued to contracted customer, On January 1, and Lyle will check over his stocks of Powdered Onion and Garlic and place an order with the Chicago Office prior to the cancelation of this 1¢ per lb. ~~XXXXXXX~~ shipping allowance. This firm uses a lot of Diced Red Bell Peppers from Cannon and some diced green bell peppers also from Cannon, for spot color in their spanish rice, so discussed the No. 10 tin of Diced Green Chiles and the No. 10 tin of Diced California Pimientos, however, cost seems to be the det[illegible]ining factor here, in as much as they ~~do~~ purchase the diced red bell peppers at 11.50 per dozen delivered. However, left a no. 10 tin of Diced Green chiles which they will experiment with and if further interest with contact the Chicago Office. The stocks of chili pepper and paprika are sufficient at this time. This ~~XX~~ account orders as needs through the Chicago Office. This firm still uses a large amount of Raw onion and claims

SAMPLE REQUEST — Send from L.A. ___ N.Y. ___ CHI. ___

Send to attention of: ___

___ For promotional use. (Size ___ reference)

___ For further consideration. (Product)

___ For experimental use in ___

FOR LOS ANGELES OFFICE

Revise As Checked — A.N.P.

ADD TO: — A.J.D.P.

___ R List — ___ R.G.I.

___ S List — ___ G.E.C., Jr.

___ C.S.

REMOVE FROM: — ___ I.R.

___ R List — ___ R.B.

___ S List — ___ D.A.

___ FILE

MAIL CALL REPORTS OR DISCS TO LOS ANGELES EACH DAY

RE 388a

# RESPONDENT'S EXHIBIT 388A-B

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Page 2.

## GENTRY CALL REPORT

Date of call 12-4-57

Consolidated Food Processors
FIRM

Transcribed on 12-6-57 By pl

Call made by Chana
SALESMAN

Hampton, E Iowa
ADDRESS

CITY Zone STATE

Mr. Lyle Tuttle
Mrs. / Miss
BUYER (Show first name or initials) TITLE X Personally

Mrs. " "
Mr. / Miss
Person Contacted (Show first name or initials) TITLE By telephone

Jobber X Manufacturer
Other

PRICE SHEET CLASSIFICATION
("X" appropriate space or spaces)

| | BULK | | Pureed Garlic | INST. | | Chili Pods | Can. Pim. Grn. Chls | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | O/G | C/P | | O/G | C/P | | | | | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | |

X NO CHANGE REQUIRED ON L.A. ADDRESSOGRAPH PLATES
(Same address, buyer, price sheet classification, etc. as on last call.)

This firm is familiar with our type of product.
is not

New Buyer New Address New Firm Name

Remove from list *Serrander* only. Send no prices.

PLACEMENT(S) I did did not give directions for use.

NEW PROSPECT NEW ACCOUNT REVIVED ACCOUNT (Not sold during past 12 mos.) CONTRACTED

Prospect for:

No Sale Left Has HOB/CARD for OFFICE or WHSE.

SOLD:

Note: Do not detail order instructions on this sheet; all pertinent data must be shown on order form. Indicate number of placements above.

they are better off cost wise because they have the necessary machinery to prepare and chop the onion into the desired screen XX size.

SAMPLE REQUEST Send from L.A. N.Y. CHI

Send to attention of:

For promotional use.

For further consideration. (Has salesmen)

For experimental use in (Product)

FOR LOS ANGELES OFFICE

Revise As Checked

ADD TO: R List S List

REMOVE FROM: R List S List

A.N.P.
J.D.F.
E.G.L.
G.E.C. Jr.
C.S.
J.R.
R.B.
D.A.
FILE

MAIL CALL REPORTS OR DISCS TO LOS ANGELES EACH DAY

RE-388 F

FORM 4-57

3332A RESPONDENT'S EXHIBIT 389

GENTRY CALL REPORT

Salesman: McGill Date: October 24, 1956
Firm: Marshall Canning Company
Persons Contacted: Lyle Tuttle, Ralph Goodale

Our cousins have reverted back to the use of raw onions. The reason that Ralph Goodale had gone to our material because of price of the raw onion had priced them too high, again he states that he will only use our dehydrated material when and if the price of raw material becomes too high for him to handle economically. In the last couple of months have taken in considerable amounts of Onion Powder for this firm, but are still using the raw material for their Spanish rice. I realize there is a multitude of correspondence concerning this division of Con Foods, but I honestly believe nothing will be accomplished here until Ralph Goodale is out of the picture. Regarding our Chili Pepper he has used approximately every one of our grade everything from "AA" right straight up to High Grade. At present had used Chili Colorado and is still unhappy with this merchandise he claims that his finished product is too dark, that he desires a lighter finished product. Ralph also said that he had just written to our LA office to send him a pound each of our lighter grade material. Will not be in the market until December for Chili Pepper, but there again, he also said that he wasn't using any Chili Products SS Chili Pepper, but then I wouldn't put it past him. After he receives the samples of Chili Pepper of our lighter grade from LA, he will then make his decision upon this we will stock it in our Detroit warehouse and they will pick up as they need it. However, I think that we might be able to arrange for them to bring in merchandise on a car that is destined for Tone Bros. When the car arrives in Des Moines they will have their truck here to pick it up

and bring it straight to their plant in Hampton, Iowa. In this way they will get LA prices and a small fraction of freight charges. This, by the way, will have no connection *whatsoever with Tone, it will just be included* in their car. However, there is plenty of time to take in all the ramifications of this. No interest in Pimientos, but is using some Diced Red Bell Peppers.

3333 RESPONDENT'S EXHIBIT 390

GENTRY CALL REPORT

Salesman: R. K. Chana Date: August 21, 1957
Firm: Marshall Canning Co.
Person Contacted: Lyle Tuttle

Unable to see Mr. Ralph Goodale here as this gentleman was tied up in their laboratory and could not be disturbed so spoke to the purchasing agent, Mr. Tuttle. Subject buyer claims that Gentry is getting 100% of their business except for Chopped Onion for their Spanish rice. They are using raw onion for this purpose and claim that as long as they can buy raw onions for 4¢ per lb. or less, they are making out ahead on this deal due to the fact that this material is flame-peeled and chopped by machine and this equipment is also used for chopping mixed vegetables. Subject buyer claims the purpose of not using dehydrated material is that for their purpose the cost of this material is too high as compared to raw onion.

Discussed this at great length and pointed out that dehydrated onion has a 10:1 ratio over raw onion plus the fact that by using dehydrated material, there is no uniformity problem plus the additional savings on labor, etc. However, none of this does any good here.

Subject buyer claims that all stocks of Powdered Onion, Powdered Garlic, Chili Pepper and Regal Paprika are sufficient at this time and orders as needed by requisition from various divisions. Nothing else here.

3334 RESPONDENT'S EXHIBIT 391A-B

GENTRY
A Division of Consolidated Foods Corporation.

To: Thomas P. McGill December 21, 1956
Subject: Consolidated Foods Corporation—Pimientos
8999 West Palmer Street
River Grove, Illinois

Dear Tom:

We have your call report, dated December 12, relative to your visit with Al Lerner, in which you cut a few cans of Pimientos. We rather assume that the cans that you cut were the original ones that we sent to Al, because on or about December 10 we sent him a complete new set of samples.

However, there are certain things, Tom, that you want to always keep in mind concerning Pimientos.

1. People buy Pimientos for the flavor—not because of the way they are cut. Nothing in your call report said anything about flavor.

2. Department of Agriculture standards show that four seeds, and no more, are allowed per pimiento to meet their standards, and I am quite sure that our pimientos had much less.

Don't ever let Al tell you for one moment that prime, fancy pimientos do not have seeds in them—this is sheer nonsense, and I have just finished cutting many cans of Sunshine pimientos, all of which had seeds in them, and more than our products.

3. Regarding color, I have seen many packs pertaining to color that I cut on the Georgia crop, and I have never seen any packs put out by the prime producers that did not have a small amount of variance in color, and this is also true for

charred pieces: Whenever you pack pimientos, using flame peelers, you will always have a certain amount of charred skin.

I don't know whether Al Lerner is looking at our Pimientos under a microscope, or what he expects to find in a can, but the next time you have the privilege of cutting cans of our Pimientos with Al, please be sure that you also cut some of the Georgia pimientos, which he currently buys. Even if we did not sell Con Foods any Pimientos, we would have no difficulties this year in unloading what stocks we do have. We are interested in selling Consolidated Foods our merchandise because we are proud of the fact that we have a good pack and we'd like to sell them as any other supplier—not because they are Consolidated Foods. So don't let Al Lerner tell you that the only reason why he is possibly going to buy from us is because we are a division of Consolidated Foods. We don't want his business on that basis. We only want his business on a competitive basis and for no other reason.

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Therefore, in cutting cans, what you should look for is (1) the thickness of the meat (2) the flavor of the meat (3) the general color of the product, and everything thereafter is incidental. The above comments are for your guidance.

Sincerely,

/s/ Joe
Joseph D. Farrell
Vice President in charge of sales

JDF:hsj-jt

cc: A. N. Prater
E. G. Lambrecht
G. E. Clausen, Jr.
Chicago Office

3336 RESPONDENT'S EXHIBIT 392

CONSOLIDATED FOODS CORPORATION
Intercompany Sales
July 1, 1958 - June 30, 1959

| | | | |
|---|---|---|---|
| Sales by processing units of Consolidated to: | | | |
| Other Consolidated processing units | $ 48,153 | | |
| Consolidated wholesale units | 15,163,872 | | |
| Consolidated retail units | 2,611,087 | | |
| Total intercompany sales | | $ 17,823,112 | |
| Total outside sales | | 96,117,848 | |
| Total | | | $114,000,96 |
| Sales by wholesale units of Consolidated to: | | | |
| Retail units of Consolidated | | $ 1,901,095 | |
| Outside customers | | 150,674,035 | |
| Total | | | $152,575,13 |
| Sales by retail units of Consolidated to outside customers | | | $111,769,36 |
| Purchases by retail units from all suppliers | | | $ 80,976,56 |

| | |
|---|---|
| Total intercompany sales | $ 19,724,207 |
| Total outside sales | $358,621,245 |
| Total sales | $378,345,452 |

| | |
|---|---|
| Percent of total processing units' sales that are made to Consolidated units | 15.6 % |
| Percent of total wholesale units' sales that are made to Consolidated units | 1.25% |
| Percent of intercompany sales to total sales | 5.2 % |
| Percent of retail purchases from Consolidated units to total retail purchases | 5.6 % |

3337 **RESPONDENT'S EXHIBIT 393**

**VENICE MAID COMPANY, INC.**
**Vineland, New Jersey**

**Purchases of Dehydrated Onion and Garlic (in Pounds), 1946 - 1958**

| Year | Gentry | | Basic | | Imported | |
|---|---|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | | | No Data | | No Data | |
| 1947 | | | No Data | | No Data | |
| 1948 | | | No Data | | No Data | |
| 1949 | | | 10,725 | 360 | No Data | |
| 1950 | | 360 | 600 | 120 | No Data | |
| 1951 | 3 | 420 | 4,712 | 120 | No Data | |
| 1952 | 4,350 | 1,200 | 224 | 120 | No Data | |
| 1953 | 7,127 | 1,800 | 88 | | No Data | |
| 1954 | 7,325 | 1,748 | | | No Data | |
| 1955 | 5,470 | | | | No Data | |
| 1956 | 13,560 | 2,760 | 645 | 25 | 23,742 | 5,372 |
| 1957 | 39,980 | 8,160 | | | | |
| 1958 | 44,680 | 2,400 | | | 6,600 | 7,320 |

Source of Gentry Data: Service Bureau Corporation.

Source of Basic Data for years 1949-1957: CE 219.

Source of Remaining Data: Venice Maid Company, Inc.

3340 RESPONDENT'S EXHIBIT 395A-B

Acquisitions by
CONSOLIDATED FOODS CORPORATION
1942-1958

| Name of Company | Date of Acquisition |
|---|---|
| Sprague Warner & Co. | September 16, 1942 |
| Western Grocer Co. | December 11, 1943 |
| Reid-Murdoch & Co. | June 1, 1945 |
| Dannemiller Grocery Co. | June 1, 1945 |
| Rosenberg Bros. & Co. | December 5, 1945 |
| H. D. Lee Company | November 11, 1950 |
| Gentry, Inc. | April 30, 1951 |
| United States Products Corp. | June 30, 1951 |
| Fred M. Drew Co. | August 15, 1951 |
| Union Sugar Co. of California | September 17, 1951 |
| Weideman Company | October 15, 1952 |
| Royal Blue Stores | September 4, 1952 |
| Griggs Cooper & Co. | May 29, 1953 |
| Gibbs & Co. | November 15, 1954 |
| E. A. Aaron & Bros. | April 1, 1955 |
| American Frigid Dough | June 30, 1955 |
| Omaha Cold Storage Co. | November 22, 1955 |
| Piggly Wiggly Midwest Co. | February 4, 1956 |
| Chicago Frozen Food Co. | March 12, 1956 |
| Kitchens of Sara Lee | October 9, 1956 |

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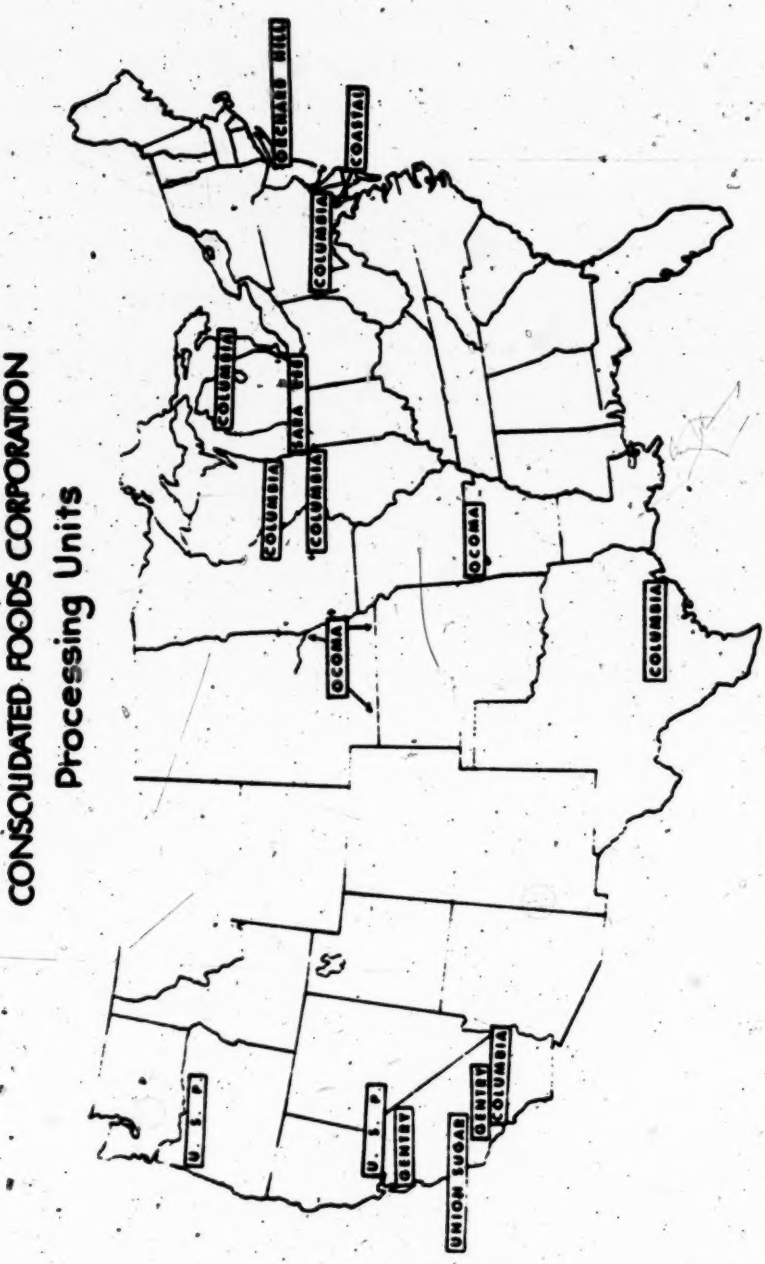
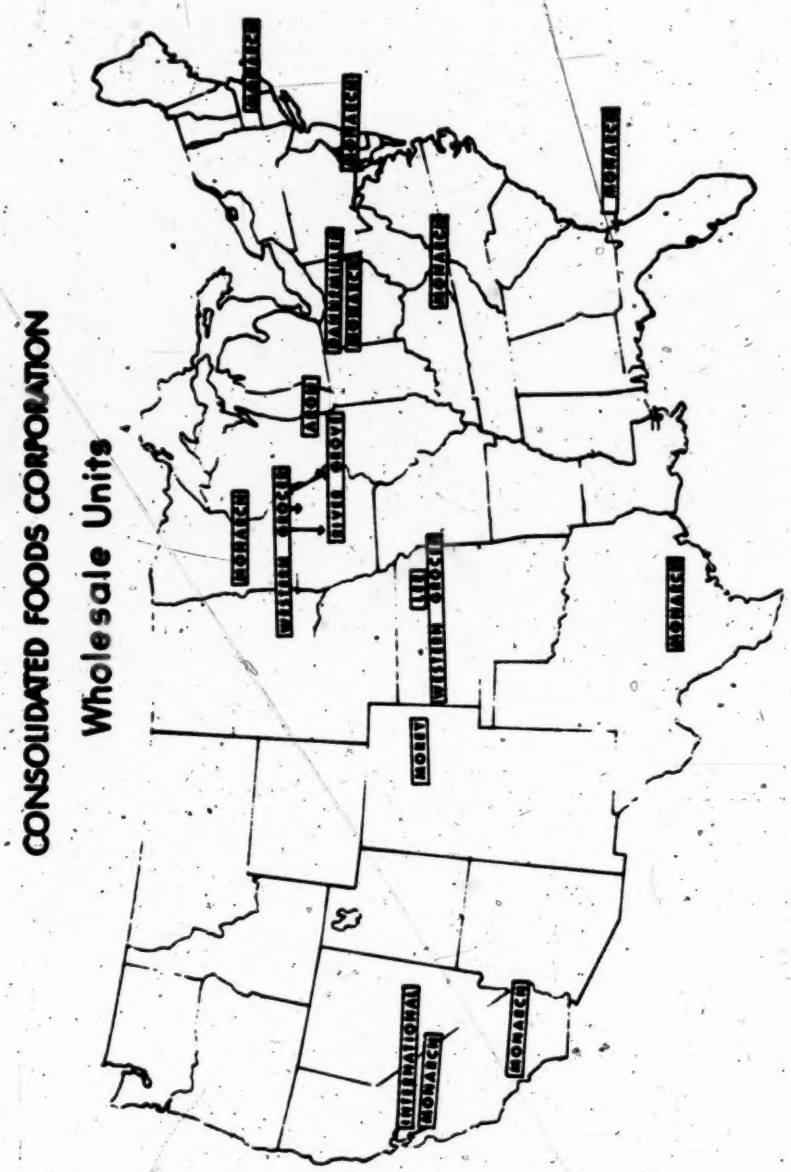
| Name of Company | Date of Acquisition |
|---|---|
| Sara Lee Distributing Co. | October 9, 1956 |
| Morey Mercantile Co. | October 29, 1956 |
| Klein Super Markets, Inc. | October 29, 1956 |
| Columbia Canning Co. | November 9, 1956 |
| Phillips Packing Co. | July 1, 1957 |
| Orchard Hill Farms, Inc. | April 25, 1958 |
| Lawson Milk Company | December 30, 1958 |

## RESPONDENT'S EXHIBIT 396

3347



## RESPONDENT'S EXHIBIT 397


CONSOLIDATED FOODS CORPORATION
Wholesale Units
MONARCH
MONARCH
MONARCH

**RESPONDENT'S EXHIBIT 398**

3344

CONSOLIDATED FOODS CORPORATION

Retail Units

3427 **RESPONDENT'S EXHIBIT 400**

## Purchases (in Pounds) of Dehydrated Onion and Garlic by Sokol & Company (1946-1958)

| | Gentry | | Puccinelli Supplier No. 1 | | Basic Supplier No. 2 | | Simplot Supplier No. 3 | | Foreign | |
|---|---|---|---|---|---|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | | | No Data | | No Data | | No Data | | No Data | |
| 1947 | | | No Data | | No Data | | No Data | | No Data | |
| 1948 | | | No Data | | No Data | | No Data | | No Data | |
| 1949 | | | No Data | | No Data | | No Data | | No Data | |
| 1950 | 300 | | No Data | | No Data | | No Data | | No Data | |
| 1951 | 4,500 | 480 | No Data | | No Data | | No Data | | No Data | |
| 1952 | | | No Data | | No Data | | No Data | | No Data | |
| 1953 | 16,050 | 8,850 | | | 5,000 | | 59,150 | | 64,270 | 27,912 |
| 1954 | 37,950 | 27,575 | 2,500 | 13,816 | | 15,792 | 8,950 | | | 2,300 |
| 1955 | | | 40,600 | | | | | | 21,814 | 13,800 |
| 1956 | | | 23,950 | | | | | | 9,184 | 9,300 |
| 1957 | | | 11,288 | 6,000 | | | | | 15,840 | 8,220 |
| 1958 | | | 11,814 | 2,400 | | | | | 37,405 | 4,632 |

Source of Gentry Data: Service Bureau Corporation

Source of Other Data: Sokol & Company

3428 RESPONDENT'S EXHIBIT 401

## Certain Companies Identified by Mr. Lerner as Having or Not Having Been Suppliers to Consolidated Foods Corporation

Alameda Administration Center
Allen Foods
*Armour & Co.
Asmus Brothers
*Austex Foods, Inc.
Basic Vegetable Products, Inc.
Mark Bernstein Co.
*Brooks Foods, Inc.
(G. S. Suppiger Co.)
Boullo Food Products
Rey Chatfield
*Crescent Mfg. Co.
*Custom Food Products
*Durkee Famous Foods
El Chico Foods
*Gem Canning Co.
General Spice Sales
*I. J. Grass Noodle
Great Western Foods Co.
*Griffith Laboratories
*Illinois Meat Co.
Jersey Products Co.
*Kearns & Smith Spice Co.
*Krey Packing Co.
Lafayette Packing Co.
Bert McDowell Co.
*Louis Milani Foods
Milwaukee Spice
Oakland Q.M. Market Center
*Otoe Food Supplies
L. H. Parke Co.
J. Raphael & Sons
Quality Grated Cheese Co.
Ray's Brand
*J. L. Read Foods
Regent Food Co.
John Sexton & Co.
*Silver Skillet Brands
*Sokol & Company
Standardized Food Products
*Wm. J. Stange Company
Star Coffee Company
Stickney & Poor Spice
Sun Valley Products
*Swift & Company
Veterans Administration
*Viviano Foods / Veveo
A. Weinfield & Son
West Coast Grocery
Mel Williams
*Wixon Spice Co.
*Wyler & Company
Frank Zeman

Asterisk indicates those companies identified by Mr. Lerner as having been suppliers to Consolidated Foods Corporation.

On the original exhibit, this indication was made with a check mark.

3429 RESPONDENT'S EXHIBIT 402A-E

GENTRY DIVISION,
CONSOLIDATED FOODS CORPORATION
Potential Major Customers

A. C. Legg Company
Birmingham, Alabama

*A. Goodman & Son
Long Island, New York

Allen Foods, Inc.
St. Louis, Missouri

Allied Foods, Inc.
Los Angeles, California

*American Home Foods
Milton, Pennsylvania;
Oakland, California

*Armour & Co.
Chicago, Illinois

Aron Streit, Inc.
New York, New York

Asmus Brothers, Inc.
Detroit, Michigan

Atlas Supply Co.
Los Angeles, California

*Austex Foods Co.
Austin, Texas

*Beech-Nut Life Savers, Inc.
Rochester, New York

Bernard Food Products
Chicago, Illinois

*Best Foods, Inc.
New York, New York

Bickford, Inc.
Long Island City, New York

*Booth Fisheries
Chicago, Illinois

Brockles Food Co.
Dallas, Texas

*Brooks Foods, Inc.
Collinsville, Illinois

*Brunswick Freezer Corp.
Brunswick, Georgia

*Buitoni Foods Corp.
South Hackensack, New Jersey

*Bush Bros. Co.
Dandridge, Tennessee

Cain Coffee Co.
Oklahoma City, Oklahoma

*Chun King Sales
Duluth, Minnesota;
Jackson, Ohio

Crystal Restaurants Corp.
Jacksonville, Florida

*Cudahy Packing Co.
Omaha, Nebraska;
Phoenix, Arizona

Asterisk indicates those companies identified by Mr. Lerner as having been suppliers to Consolidated Foods Corporation.

On the original exhibit, this indication was made with a check mark.

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*Curtis Bros.
Rochester, New York

David Davies Packing Co.
Columbus, Ohio

*Derby Foods, Inc.
Chicago, Illinois

Dixie Lilly Milling Co.
Tampa, Florida

*Dubuque Packing Co.
Dubuque, Iowa

E. B. Millar Coffee Co.
Denver, Colorado

Eelbech Milling Co.
Columbus, Georgia

El Chico Foods, Inc.
Dallas, Texas

Farmer Bros. Coffee Co.
Los Angeles, California

*Fearn Foods, Inc.
Franklin Park, Illinois

*Flotill Products Inc.
Stockton, California

Foran Spice Co.
Milwaukee, Wisconsin

*Frank Tea & Spice Co.
Cincinnati, Ohio

*Fred Fear Company
Brooklyn, New York;
Lewes, Delaware

*Fred Mushroom & Co.
Lebanon, Ohio

*Gebhardt Chili Powder Co.
San Antonio, Texas

Gel Spice Company
Brooklyn, New York

*General Foods Corp.
White Plains, New York

Gennusso Food Products Co.
Fredonia, New York

*George A. Hormel & Co.
Austin, Minnesota

George Miesel & Co.
Detroit, Michigan

*Gerber Food Products
Rochester, New York.

Great Western Foods
Fort Worth, Texas

*Griffith Laboratories, Inc.
Chicago, Illinois;
Los Angeles, California

*Grocery Store Products
West Chester, Pennsylvania

*H. J. Heinz Company
Pittsburgh, Pennsylvania;
Tracy, California

*H. J. Mayer & Son
Chicago, Illinois

Hershell Canning Co.
San Jose, California

*Hirsch Bros. Co.
Louisville, Kentucky

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Hoger, Inc.
New York, New York

Howard Johnson
Long Island City, New York;
Miami, Florida;
Wollaston, Massachusetts

*Hudson Tea & Spice Company
Brooklyn, New York

*I. J. Grass Co.
Chicago, Illinois

*Illinois Meat Company
Chicago, Illinois

Instant Foods of Calif., Inc.
Modesto, California

Interstate Restaurant
Supply Co.
Los Angeles, California

*J. K. Laudenslager, Inc.
Philadelphia, Pennsylvania

*J. L. Read, Inc.
Streator, Illinois

J. V. Sales
Newark, New Jersey

*J. Weller & Co.
Oak Harbor, Ohio

Jersey Products
Chicago, Illinois

*John E. Cain Co.
Cambridge, Massachusetts

John H. Sexton Co.
Chicago, Illinois;
Long Island City, New York

*John Morrell & Co.
Ottumwa, Iowa

Kal-Kan Foods, Inc.
Los Angeles, California

Kimbell Food Products
Brownwood, Texas

*Krey Packing Co.
St. Louis, Missouri

Kroger & Co.
Cincinnati, Ohio

Krystal Co.
Chattanooga, Tennessee

*La Choy Foods
Archibold, Ohio

*Lady's Choice
San Leandro, California

*Lawry's Foods, Inc.
Los Angeles, California

*Libby, McNeill & Libby
Chicago, Illinois

*Louis Milani Foods, Inc.
Los Angeles, California

*McCormick & Co.
Baltimore, Maryland

*Michigan Mushroom Co.
Niles, Michigan

*Morton Foods Corp.
Rye, New York

*Morton Products Co.
Chicago, Illinois

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Mothers Foods
Newark, New Jersey

Mrs. Clark's Foods
Des Moines, Iowa

*Naas Corp. of Indiana
Portland, Indiana

Nalley's Inc.
Tacoma, Washington

National Brands, Inc.
Miami, Florida

Obee Wholesale Grocers
Chicago, Illinois

*Oscar Mayer & Co.
Madison, Wisconsin

*Otoe Food Products Co.
Nebraska City, Nebraska

*P. J. Ritter Co.
Bridgeton, New Jersey

Patio Foods
San Antonio, Texas

Peckman & Company
Brooklyn, New York

*Pfeiffer Food Products
Buffalo, New York

Polomar Foods Co.
San Diego, California

Prince Castle
Naperville, Illinois

Pure Foods, Inc.
Mamaroneck, New York

Quaker Maid Company
Brockport & Brooklyn,
New York

Quality Spice Company
New York, New York

Ragu Packing Company
Rochester, New York

Ramsay Laboratories, Inc.
Cleveland, Ohio

Rays Brand Products Inc.
Springfield, Illinois

*Red Wing Company
Fredonia, New York

Rokeach Food Co.
Farmingdale, New Jersey

Rosarita Mexican Foods
Mesa, Arizona

Royal Castle System, Inc.
Miami, Florida

S. S. Kresge Co.
Detroit, Michigan

*Silver Skillet Products
Skokie, Illinois

Spice Islands
South San Francisco,
California

*Star Coffee Co.
St. Louis, Missouri

*Stokely-Van Camp, Inc.
Oakland, California

Teidemann & McMorran
San Francisco, California

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*Terry Foods
Park Ridge, Illinois

Tone Brothers
Des Moines, Iowa

*Trenton Foods
Kansas City, Missouri

V. La Rosa & Son
Hatboro, Pennsylvania

Van Loan & Company
New York, New York

Vengry Packing Co.
Syracuse, New York

*Venice Maid
Vineland, New Jersey

Veveo Foods
Belleville, Illinois

Wagner Brothers
Brooklyn, New York

Westco Products Co.
Los Angeles, California

Whitson Food Products
Denton, Texas

*Wilson & Co.
Chicago, Illinois

*Wixon Spice Co.
Chicago, Illinois

*Wm. J. Stange Company
Chicago, Illinois;
Oakland, California

3434 **RESPONDENT'S EXHIBIT 403**

**Purchases (in Pounds) of Dehydrated Onion and Garlic by Post and Gaines Divisions of General Foods Corporation (1946-1958)**

| | Gentry | | Basic | | Baltimore Spice | | Griffith | |
|---|---|---|---|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | | | | | | | | |
| 1947 | | | | | | | | |
| 1948 | | | | | | | | |
| 1949 | | | | | | | | |
| 1950 | | | | | | | | |
| 1951 | | | | | | | | |
| 1952 | | | | | | | | |
| 1953 | | | | | | | | |
| 1954 | | | | | | | 300 | 300 |
| 1955 | | | | | | | | |
| 1956 | 7,600 | 3,960 | 1,710 | 850 | | | | |
| 1957 | 1,400 | 720 | | | 250 | 240 | | |
| 1958 | | | | | | | | |

Source of Gentry Data: Service Bureau Corporation.

Source of Other Data: Post Division Records.

3435 **RESPONDENT'S EXHIBIT 404**

**Purchases of Onion and Garlic**
**by**
**Fearn Foods, Inc.**
**(1946 - 1958)**

| Year | Gentry | | Basic | | Puccinelli | | Fresh | |
|---|---|---|---|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | 20,000 | | 100 | | | | 6,500 | |
| 1947 | 15,004 | | 15,020 | | | | 6,350 | |
| 1948 | 20,000 | | 25,019 | | | | 9,750 | |
| 1949 | 28,076 | | 34,948 | 30 | | | 10,250 | |
| 1950 | 12,006 | | 76,394 | 210 | | | 13,400 | |
| 1951 | 36,903 | 1,200 | 98,272½ | 180 | 2,000 | | 21,450 | |
| 1952 | 10,275 | | 84,657½ | 240 | | | 25,500 | |
| 1953 | 12,125 | | 117,365 | 480 | | | 16,250 | |
| 1954 | 18,025 | | 131,510 | 360 | | | 14,250 | |
| 1955 | 10,005 | | 139,890 | 1,080 | | | 9,450 | |
| 1956 | 20,080 | | 144,115 | 1,860 | | | | |
| 1957 | | | 116,005 | 2,880 | | | | |
| 1958 | | | 108,300 | 1,260 | | | | |

Source of Gentry Data: Service Bureau Corporation (except 1946).

Source of Other Data: Fearn Foods, Inc. Records.

3436 **RESPONDENT'S EXHIBIT 405**

**Purchases (in Pounds) of Dehydrated Onion and Garlic by Wm. J. Stange Co. (1946 - 1958)**

| Year | Gentry | | Basic | | Puccinelli | |
|---|---|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | | | No Data | | No Data | |
| 1947 | | | No Data | | No Data | |
| 1948 | 990 | 5,350 | No Data | | No Data | |
| 1949 | 214,585 | 15,774 | No Data | | No Data | |
| 1950 | 63,710 | 9,074 | No Data | | No Data | |
| 1951 | 23,350 | 42,950 | No Data | | No Data | |
| 1952 | 500 | 8,200 | 165,000 | 20,000 | | |
| 1953 | 775 | 1,560 | 168,000 | 20,000 | | |
| 1954 | 1,150 | 1,800 | 190,000 | 24,000 | | |
| 1955 | 36,460 | 4,020 | 196,825 | 28,760 | | |
| 1956 | 30,000 | 120 | 219,400 | 48,800 | | |
| 1957 | 15,000 | | 182,200 | 36,000 | 30,000 | 6,000 |
| 1958 | 11,000 | | 287,500 | 53,900 | 60,000 | 9,500 |

Source of Gentry Data: Service Bureau Corporation.

Source of Other Data: Wm. J. Stange Co. Records.

3437 RESPONDENT'S EXHIBIT 406

Wyler & Company
Purchases (in Pounds and Percentages) of
Dehydrated Onion and Garlic from Gentry and Basic
(1946 - 1960)

| Year | Gentry | | Basic |
|---|---|---|---|
| | Onion | Garlic | Onion and Garlic |
| 1946 | | | No Data |
| 1947 | | | No Data |
| 1948 | 72,268 | 2,208 | No Data |
| 1949 | 112,342 | 70,980 | No Data |
| 1950 | 195,643 | 63,740 | No Data |
| 1951 | 217,339 | 76,025 | No Data |
| 1952 | 115,360 | 68,400 | No Data |
| 1953 | 40,106 | 62,465 | No Data |
| 1954 | 66,414 | 59,365 | No Data |
| 1955 | 83,821 | 104,390 | No Data |
| 1956 | 75,720 | 120,400 | 8% |
| 1957 | 113,404 | 111,990 | 3 |
| 1958 | 93,720 | 71,280 | 33 |
| 1959 | 39% | | 61 |
| 1960 | 35 | | 65 |

Notes: 1. Relatively small quantities of onion and garlic were purchased from Puccinelli in 1958 and 1960; hence the Gentry and Basic percentages for those years are approximate but not exact.

2. Percentages are based upon combined dollar values of onion and garlic purchases.

Source of Gentry pound data: Service Bureau Corporation tabulation.

Source of Percentage data: Wyler & Company purchasing records.

3438 RESPONDENT'S EXHIBIT 408

Purchases (in Pounds) of Dehydrated Onion and Garlic by Kearns & Smith Spice Company (1946-1958)

| | Gentry | | Puccinelli | | Foreign | |
|---|---|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | | | No Data | | No Data | |
| 1947 | | | No Data | | No Data | |
| 1948 | | | No Data | | No Data | |
| 1949 | | | No Data | | No Data | |
| 1950 | | | No Data | | No Data | |
| 1951 | | | No Data | | No Data | |
| 1952 | | | No Data | | No Data | |
| 1953 | | | No Data | | No Data | |
| 1954 | | | No Data | | No Data | |
| 1955 | | | | | 224 | 968 |
| 1956 | | | | | 1,200 | 3,144 |
| 1957 | 138 | 80 | 750 | 8,640 | 500 | 840 |
| 1958 | 9,530 | 5,598 | 2,740 | 23,040 | | |

Source of Gentry Data: Service Bureau Corporation.

Source of Other Data: Kearns & Smith Spice Company Records.

3439 RESPONDENT'S EXHIBIT 409

Purchases (in Pounds) of Dehydrated Onion and Garlic by Illinois Meat Company (1946-1958)

| Year | Gentry | | Basic | | Puccinelli | | Simplot | |
|---|---|---|---|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | | | No Data | | No Data | | No Data | |
| 1947 | | | No Data | | No Data | | No Data | |
| 1948 | | | No Data | | No Data | | No Data | |
| 1949 | | | No Data | | No Data | | No Data | |
| 1950 | | | 2,520 | | | | | |
| 1951 | 2,500 | | 7,000 | | | | | |
| 1952 | 7,500 | | 3,750 | | | | | |
| 1953 | 15,100 | 60 | | | | | | |
| 1954 | 4,750 | 120 | | | | | 6,250 | |
| 1955 | | 120 | | | | | 20,750 | |
| 1956 | | | | | 3,000 | | 20,500 | |
| 1957 | 50 | | | | 15,600 | | | |
| 1958 | | | | | 14,750 | | | |

Source of Gentry Data: Service Bureau Corporation.
Source of Other Data: Illinois Meat Company records.

3440 RESPONDENT'S EXHIBIT 410

Purchases (in Pounds) of Dehydrated Onion and Garlic From Gentry at All Plant Locations by Griffith Laboratories, Inc. (1946-1958)

| Year | Chicago | | Toronto | | Newark | | Los Angeles | |
|---|---|---|---|---|---|---|---|---|
| | Onion | Garlic | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | | | | | | | | |
| 1947 | | | | | | | | |
| 1948 | 48,710 | 19,610 | | | | | | |
| 1949 | 17,370 | 19,830 | | | | | | |
| 1950 | | | | 1,890 | | | | |
| 1951 | 256 | 600 | | 1,920 | | | | |
| 1952 | 2,625 | 720 | | 210 | | | | |
| 1953 | 990 | 590 | 37,577 | 8,100 | | | | |
| 1954 | 1,275 | 1,669 | 46,750 | 4,080 | | | | |
| 1955 | 541 | 2,140 | 26,250 | | | | | |
| 1956 | 10,565 | 2,265 | | | | | | |
| 1957 | 2,780 | 1,600 | | | | | | |
| 1958 | 1,700 | | | | | 600 | | |

Source of Gentry Data: Service Bureau Corporation.

3645. **RESPONDENT'S EXHIBIT 414**

**Purchases (in Pounds) of Dehydrated Onion and Garlic by J. L. Read Foods, Inc. (1946-1958)**

| | Gentry | | Basic | |
|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic |
| 1946 | | | | |
| 1947 | | | | |
| 1948 | | | | |
| 1949 | | | | |
| 1950 | 6,400 | 1,323 | | |
| 1951 | 10,000 | 2,280 | | |
| 1952 | 9,620 | 3,360 | | |
| 1953 | 17,750 | 3,300 | 5,512 | 1,140 |
| 1954 | 24,005 | 120 | 13,900 | 6,600 |
| 1955 | 15,243 | 2,160 | 20,262 | 4,860 |
| 1956 | 8,212 | 3,580 | 45,285 | 3,120 |
| 1957 | 20,704 | 2,810 | 97,630 | 3,445 |
| 1958 | 30,450 | 2,050 | 33,560 | 4,190 |

Source of Gentry Data: Service Bureau Corporation.

Source of Basic Data: Commission's Exhibit 219 for years 1946-1957; J. L. Read Foods, Inc. Records for year 1958.

3646 RESPONDENT'S EXHIBIT 415

Purchases (in Pounds) of Dehydrated Onion by Gerber Products Company (1946-1958)

| Year | Gentry | Basic | |
|---|---|---|---|
| | | Fremont Plant | All Plants |
| 1946 | | No data | No data |
| 1947 | | No data | No data |
| 1948 | | No data | No data |
| 1949 | | 27,000 | No data |
| 1950 | | 50,500 | No data |
| 1951 | 2,000 | 39,400 | 50,000 |
| 1952 | 15,000 | 58,050 | 63,350 |
| 1953 | | 35,000 | 78,100 |
| 1954 | 20,000 | 21,000 | 82,000 |
| 1955 | 40,000 | 13,000 | 92,250 |
| 1956 | 20,000 | 54,000 | 74,000 |
| 1957 | 20,000 | 40,000 | 195,000 |
| 1958 | 20,000 | 40,000 | 114,500 |

NOTE: Gentry sold dehydrated onion only to the Fremont plant.

Source of Gentry Data: Service Bureau Corporation.

Source of Basic Sales at Fremont plant, 1949-1957: CE 219.

Source of Basic Sales to all plants and Basic sales to Fremont plant in 1958: Gerber Products Company records.

3647 RESPONDENT'S EXHIBIT 416

Purchases (in Pounds) of Dehydrated Onion and Garlic by Blue Seal Food Products, Inc. (1946-1958)

| | Gentry | | Basic | | Puccinelli | |
|---|---|---|---|---|---|---|
| Year | Onion | Garlic | Onion | Garlic | Onion | Garlic |
| 1946 | | | | | | |
| 1947 | | | | | | |
| 1948 | | | | | 930 | |
| 1949 | | | | | 710 | |
| 1950 | | | | | 985 | |
| 1951 | | | 250 | | 1,350 | |
| 1952 | | | 2,100 | 30 | 450 | |
| 1953 | | | 2,800 | 30 | | |
| 1954 | | | 2,950 | | | |
| 1955 | 3,500 | 180 | | | | |
| 1956 | 4,780 | 675 | | | | |
| 1957 | 4,250 | 750 | 2,100 | 520 | | |
| 1958 | 4,860 | 2,250 | 2,450 | 60 | | |

Source of Gentry Data: Service Bureau Corporation.

Source of Basic Data: CE 219 for years 1949-1957; Blue Seal Food Products, Inc. records for 1958.

Source of Puccinelli Data: Blue Seal Food Products, Inc. records.

3648 RESPONDENT'S EXHIBIT 417

## Miscellaneous Statistics Concerning The United States Food Industry

**Retail Sales (1958):**

1. Total expenditures by consumers for food: $69,100,000,000
2. Total sales of food stores: $50,263,000,000
3. Total sales of grocery stores only: $44,546,000,000

**Wholesale Sales (1958):**

4. Total sales of general-line grocery wholesalers: $ 8,665,000,000
5. Total sales of specialty-line grocery wholesalers: $ 7,120,000,000

**Manufacturing Sales:**

6. Total sales of 28 food manufacturing corporations with assets of $10,000,000 or more (1954): $ 6,730,000,000
7. Total sales of companies manufacturing certain food products (1954):

| Products | No. of Companies | Sales |
|---|---|---|
| Dairy products | 4,572 | $ 4,233,983,000 |
| Bakery products | 5,470 | 3,067,017,000 |
| Canned fruits and vegetables | 1,461 | 2,228,947,000 |
| Flour and meal | 692 | 1,858,988,000 |
| Food preparations not otherwise classified | 2,357 | 3,255,967,000 |

### SOURCES OF STATISTICS

Items 1-5 Federal Trade Commission, Economic Inquiry Into Food Marketing, Part I (1960), pp. 36, 39, 203. Food stores include: grocery stores, meat markets, fish (seafood) markets, fruit stores and vegetable markets, candy, nut, and confectionery stores, bakery product stores, delicatessen stores and food stores not otherwise classified.

Items 6-7 Department of Commerce (Bureau of the Census), Statistical Abstract of the United States (1959), pp. 494, 792.

RESPONDENT'S EXHIBIT 419

McCORMICK & CO., INC.

Purchases (in Pounds) of Dehydrated Onion and Garlic from Gentry at All Plants and Percentage of McCormick's Total Requirements Supplied by Gentry (1946-1958)

| Year | Schilling Division San Francisco | | McCormick Division | | | | Totals | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | Baltimore | | Los Angeles* | | Onion | | Garlic | |
| | Onion | Garlic | Onion | Garlic | Onion | Garlic | Pounds | Percentage of Total Requirements | Pounds | Percentage of Total Requirements |
| 1946 | | | | | | | | No Data | | No Data |
| 1947 | | | | | | | | No Data | | No Data |
| 1948 | | | | | (2,500) | (600) | | No Data | | No Data |
| 1949 | | | | | (5,250) | (22,510) | | No Data | | No Data |
| 1950 | 22,500 | 32,300 | | | (11,750) | (19,620) | 22,500 | 24 | 32,300 | 24 |
| 1951 | 17,250 | 37,800 | | | (7,000) | (9,240) | 17,250 | 18 | 37,800 | 26 |
| 1952 | 14,000 | 24,010 | | | (14,250) | (28,330) | 14,000 | 13 | 24,010 | 14 |
| 1953 | 25,000 | 45,000 | | | (11,908) | (30,800) | 25,000 | 19 | 45,000 | 21 |
| 1954 | 25,500 | 30,000 | | | 6,600 | 23,030 | 32,100 | 13 | 53,030 | 1 |
| 1955 | 29,950 | 55,980 | | | | 600 | 29,950 | 10 | 56,580 | 13 |
| 1956 | 12,000 | 20,400 | | | | | 12,000 | 5 | 20,400 | 4 |
| 1957 | 22,200 | 42,900 | | | | | 22,200 | 7 | 42,900 | 9 |
| 1958 | 52,100 | 57,900 | 30 | | | | 52,130 | 9 | 57,900 | 9 |

Source of Gentry pound data: Service Bureau Corporation.

Source of Percentage figures: McCormick & Co. (Percentage figures rounded off to nearer whole.)

* In December, 1953, McCormick acquired Ben Hur Products Co., which became the Los Angeles branch of McCormick. This branch was closed in 1955. The Service Bureau Corporation Tabulation treated Ben Hur as a subsidiary of McCormick prior to its acquisition as well as subsequently; hence, Gentry sales to Ben Hur for 1948-1953 (indicated in parentheses) have been excluded from the totals and the McCormick percentage figures apply only to actual total sales to Schilling, McCormick, and Ben Hur after it became a division of McCormick.

3655 **RESPONDENT'S EXHIBIT 421**

**CONSOLIDATED FOODS CORPORATION**

June 6, 1955

Mr. Robert H. Perlitz
Consolidated Foods Corporation
135 South La Salle Street
Chicago, Illinois

Dear Bob:

Am returning herewith the file which you sent to me under date of June 2nd covering Mr. Bellisime's letter to you of May 19th.

In my opinion, Bob, this matter is theoretically good, but practically it is "loaded with dynamite." Each situation is a different one, and on this basis alone, I don't see how it can be made a matter of company policy. It would seem to the writer that we would be laying ourselves open to a great deal of adverse publicity and could possibly antagonize a lot of people. I don't mean to throw cold water on the idea, as I think it is a good one and we have demonstrated by working very closely with Mr. Kraham in certain particular instances. I do believe that each situation has to be met individually as we certainly are in a better position to tell a private label supplier that he should use our raw materials, and by the same token we cannot tell a national supplier, such as Campbell's Soup, as an illustration, that he must use our raw materials. While it is true that in many instances certain firms have not given us the consideration that we feel they should based on our distribution of their products, in the writer's opinion we

would be better off in the long run to try to win them over on a friendly basis than to "hit them over the head".

Yours very truly,

Consolidated Foods Corporation

/s/ Al
Al Lerner
Director of Purchases

AL mjb

3656 RESPONDENT'S EXHIBIT 422

BASIC VEGETABLE PRODUCTS, INC.

Report No: 130/58 Date: October 30, 1958
Salesman: RGG
Firm Name: Les Pommiers Company
Person Contacted: Mr. Henri Rethier

Mr. Rethier placed the following order to be shipped at once providing we will give him maximum 90 days credit.

1020# Lot 155
50# Lot 200
30# Lot 600

3657 **RESPONDENT'S EXHIBIT 423**

**BASIC VEGETABLE PRODUCTS, INC.**

Report No.: 381/53 Date: May 1, 1953
Salesman: RGG
Firm Name: Moore & Company
Person Contacted: Mr. Frank Palestrini

We are holding at the present time, 10 drums of Lot 155 for this concern. If possible, Mr. Palestrini would like us to hold an additional 20 drums of this item to be withdrawn before June 30th. Please advise our Plainfield office if you think this is possible.

Mr. Palestrini promised to give me a requirements contract for one-half of his yearly purchases on my next visit with him, when I return from my trip. He plans to also purchase some from Gentry.

Memo to JWHetherington—When Mr. Sparling advises whether or not it is possible to hold the additional 20 drums of Lot 155 for Mr. Palestrini will you please call him and give him the information. Thank you.

3658 **RESPONDENT'S EXHIBIT 424**

**BASIC VEGETABLE PRODUCTS, INC.**

Report No.: 442/58 Date: November 14, 1958
Salesman: RGG
Firm Name: Routine calls

1. Moore & Company, Newark, N. J. Mr. Castelli said they will be calling in order to us in week or so. Will follow up.

2. Metzendorf & Sons, Inc. 248 New Brunswick Avenue, Perth Amboy, N. J. Mr. Charlie Metzendorf said he will need additional 130 in week or so. Will call office and make pick up arrangements.

2689 In the United States Court of Appeals for the Seventh Circuit

No. 14197

SEPTEMBER TERM, 1963—JANUARY SESSION, 1964

CONSOLIDATED FOODS CORPORATION, PETITIONER

*v.*

FEDERAL TRADE COMMISSION, RESPONDENT

On petition to review an order of the Federal Trade Commission

*Opinion—March 24, 1964*

Before KNOCH and CASTLE, Circuit Judges, and MERCER, District Judge

CASTLE, *Circuit Judge.* This case is before the Court on the petition of Consolidated Foods Corporation (hereinafter referred to as Consolidated) for review of an order of divestiture issued by the Federal Trade Commission following an administrative hearing upon a complaint charging that Consolidated's acquisition of Gentry, Incorporated, violates Section 7 of the Clayton Act.[1]

Consolidated was incorporated in 1941 as a wholesale grocery house. Subsequently, it expanded by mergers to encompass a wide variety of food industry enterprises. As of December 31, 1958,[2] it operated eight manufacturing divisions or subsidiaries engaged in processing canned soups,
2690. pickles, dressing, fruits, bakery goods, frozen foods, beet sugar, dehydrated onion, dehydrated garlic, and capsicum spices in plants located in eleven different states scattered

[1] 15 U.S.C.A. § 18, the pertinent portion of which provides: "No corporation engaged in commerce shall acquire, directly or indirectly, the whole or any part of the stock or other share capital and no corporation subject to the jurisdiction of the Federal Trade Commission shall acquire the whole or any part of the assets of another corporation engaged also in commerce, where in any line of commerce in any section of the country, the effect of such acquisition may be substantially to lessen competition, or tend to create a monopoly."

[2] The complaint herein issued December 18, 1957.

across the country. In addition, it sold food products at wholesale through twelve units in an equal number of states, and at retail through three units, including the Piggly-Wiggly Midwest Co. and Klein Supermarkets, Inc., chains.

Consolidated acquired Gentry, Incorporated, on April 30, 1951. Both before and since that date Gentry has been a manufacturer of dehydrated onion and garlic and of assorted capsicum spices.[3] At the time of acquisition Gentry operated two plants and had assets valued at $1,600,000. Consolidated's assets were then approximately $60,000,000. Consolidated has exhibited a capacity for vigorous growth. By 1956 its assets exceeded $99,000,000 and its annual net sales of all products had risen to $286,252,695.

Dehydrated onion and garlic are sold primarily to food processors, and also to "institutional" users consisting of large restaurants, commissaries, steamship and large food servicing organizations, to distributors which resell to food processors and institutional users, to spice grinders and repackagers which package spices for sale through retail stores, and to the government.

At the time of the challenged acquisition the industry consisted of only three domestic producers of both dehydrated onion and garlic. They were Gentry, Basic Vegetable Products, Inc., (Basic) and Puccinelli Packing Company (Puccinelli). One other concern, J. R. Simplot Company (Simplot) produced only dehydrated onion. Since that time Simplot has left the field for reasons having no bearing on the issues here involved. And, Gilroy Foods, Inc., which entered the field in 1959 was acquired in 1961 by McCormick Foods, Inc., whose requirements exceed Gilroy's output. In 1961 California Vegetable Concentrates, Inc., a wholly-owned subsidiary of General Foods Corporation (whose annual sales of a variety of food products exceed one billion dollars) announced plans to build a plant to process dehydrated onions, scheduled for completion late in 1961.

The trend toward ever increasing use of table-ready foods such as dehydrated soups, and the increasing acceptance
2691 of dehydrated onion and garlic as a substitute for fresh onion and garlic because of economy and quality control, are among the factors which have contributed to the sig-

[3] This case involves only Gentry's dehydrated onion and garlic business, which comprises the bulk of its trade.

nificant growth in industry sales since 1950. For a period of eleven years Gentry and Basic have accounted for better than 85% of total industry sales. Immediately prior to the Consolidated-Gentry merger, Basic accounted for 60% and Gentry 28% of dehydrated onion sales. By 1958, these figures were 57% and 35%, respectively. In dehydrated garlic sales. Basic had 36% of the market in 1950 and 50% in 1958, while Gentry's shares were 51% and 39% for the same years.

As a wholesaler and retailer of food products, Consolidated buys from many food processors. A substantial number of these processors require dehydrated onion and garlic in packing their products.

There is evidence that in a number of instances Consolidated overtly attempted to use its purchasing power as a device to obtain business for its Gentry division—to make sales of dehydrated onion and garlic to food processors from which Consolidated made purchases in connection with its wholesale and retail operations. But the record also reveals that this was not a matter of across-the-board company policy and that Consolidated recognized that for practical purposes the "I will buy from you if you will buy from me" reciprocity technique, in the setting here involved, had its limitations and that:

> " . . . each situation has to be met individually as we certainly are in a better position to tell a private label supplier that he should use our raw materials, and by the same token we cannot tell a national supplier, such as Campbell Soup, as an illustration, that he must use our raw materials."

Although the Commission in its findings recognizes that "[t]he evidence may show that [Consolidated] has not thus far severely impaired competition in the industry by reciprocity . . ." even though Consolidated did "overtly exert this power on occasion with success" it concluded that "it seems clear that merely as a result of its connection with Consolidated, and without any action on the latter's part, Gentry would have an unfair advantage over competitors enabling it to make sales that otherwise might not have been made" and "the acquisition of Gentry by Consolidated has conferred upon
2692 the latter the power to foreclose competition from a substantial share of the markets for dehydrated onion and garlic, thereby jeopardizing the competitive opportunities of its small, relatively undiversified competitors and tending to lend further rigidity to an already heavily concentrated in-

dustry and to discourage the entry of new competitors, all 'without producing any countervailing competitive, economic, or social advantages'." On the basis of this conclusion, and subsidiary findings and conclusions underlying it, the Commission entered the divestiture order brought here for review.

The adverse effect upon competition requisite to application of the proscription of Section 7 of the Clayton Act and the invocation of the sanction of divestiture, is that the acquisition creates a reasonable probability of substantial injury to competition. "Mergers with a probable anticompetitive effect were to be proscribed . . ." *Brown Shoe Co.* v. *United States*, 370 U.S. 294, 323. Thus the main issue presented for our determination in this review is whether the Commission's implicit finding and conclusion that Consolidated's acquisition of Gentry has the probably substantial anti-competitive effect proscribed by Section 7 of the Clayton Act is supported by substantial evidence on the record considered as a whole.

Undoubtedly there are situations resulting from acquisitions or mergers in which business reciprocity has the effect of substantially lessening competition or can be so utilized.[4] Where the probability of such an effect arising out of a merger or acquisition is demonstrated the requirements for application of Section 7 are satisfied. But our examination of the record in the instant proceeding fails to satisfy us that the Commission sustained its burden of showing that such a probability exists. In our appraisal of the substantiality of the evidence we must take into account whatever in the record fairly detracts from its weight. *Universal Camera Corp.* v. *N.L.R.B.*, 340 U.S. 474, 488. And here ten years of post-acquisition experience—during which Consolidated attempted overt enforcement of reciprocal buying practice where it deemed it might be successful—serves to demonstrate that neither the acquisition of Gentry, in and of itself, nor the overt attempts to use buying power to influence sellers to Consolidated to purchase from Gentry resulted in substantial anticompetitive effect. No substantial impact on the relevant market occurred, and
2693 absent some factor which requires a different approach we are of the view that the experience reflected by this post-acquisition period must weigh heavily in appraising future probabilities.

[4] See: *Waugh Equipment Co.*, 15 F.T.C. 232; *Mechanical Manufacturing Co.*, 16 F.T.C. 67 and *California Packing Corp.*, 25 F.T.C. 379.

Consolidated's Gentry division in the years following the acquisition, during which time it improved its onion processing equipment to eliminate a problem arising from the presence of wood splinters and achieved a product of higher quality than that of its competitors, increased its share of the rapidly expanding market by only some 7% with respect to dehydrated onion while, during the same period, it sustained a decrease of some 12% in its share of the dehydrated garlic market. If the increase in Gentry's market share of its onion business were attributable to business reciprocity—implied or overt—it seems that it should have similarly affected Gentry's garlic business.

Moreover, in a number of instances where there were overt attempts to utilize reciprocity there was testimony that it had no effect. The witnesses attributed their purchases or increase in amounts purchased to such factors as quality, better service, need for an additional source of supply, type of containers furnished, etc., and denied that reciprocity practice was a motivating factor in making purchases from Gentry. In the face of what the Commission found to be a "burgeoning" industry, the slight gain in over-all market position as to dehydrated onion when viewed in the light of the more significant loss of position with respect to dehydrated garlic indicates not only that reciprocity had no substantial impact but also that there is no basis for rejecting the testimony that even the overt attempts to utilize reciprocity as an influence had little effect on the firms involved. And this would seem especially so in the case of nationally known and advertised brands which through consumer acceptance and loyalty would be relatively immune from individual wholesaler or retailer dictation of the source from which ingredients must be obtained. By 1958 over 25% of Gentry's sales were to seven such companies and over 90% of its sales were to customers who purchased annual quantities in excess of 10,000 pounds each.

Probability can best be gauged by what the past has
2694 taught. We are convinced that the Commission has mistakenly rejected what the record demonstrates as to the past in favor of a future possibility based on conjecture and speculation.

The petition of Consolidated is granted and the Commission's order is set aside.

*Order set aside.*

2695 In United States Court of Appeals for the Seventh Circuit

Chicago, Illinois, 60610

Before Hon. WIN G. KNOCH, Circuit Judge; Hon. LATHAM CASTLE, Circuit Judge; Hon. FREDERICK O. MERCER, District Judge

No. 14197

CONSOLIDATED FOODS CORPORATION, PETITIONER

*vs.*

FEDERAL TRADE COMMISSION, RESPONDENT

Petition for review of an order of the Federal Trade Commission

*Judgment—March 24, 1964*

This cause came on to be heard on the petition for review of an order of the Federal Trade Commission, respondent's answer to said petition, and the transcript of the record from the Federal Trade Commission, and was argued by counsel.

On consideration whereof, it is ordered by this Court that the said petition for review of an order entered by the Federal Trade Commission on March 22, 1963, be granted, and the said order of the Federal Trade Commission be set aside, in accordance with the opinion of this Court filed this day.

2696 [Clerk's certificate to foregoing transcript omitted in printing.]

2697 Supreme Court of the United States

No. , October Term, 1963

FEDERAL TRADE COMMISSION, PETITIONER

*vs.*

CONSOLIDATED FOODS CORPORATION

*Order extending time to file petition for writ of certiorari—June 20, 1964*

Upon consideration of the application of counsel for petitioner,

*It is ordered,* That the time for filing petition for writ of certiorari in the above-entitled cause be, and the same is hereby, extended to and including July 22, 1964.

TOM C. CLARK,

*Associate Justice of the Supreme Court of the United States.*
Dated this 20th day of June 1964.

2698 Supreme Court of the United States

No. ——, October Term, 1964

FEDERAL TRADE COMMISSION, PETITIONER

*vs.*

CONSOLIDATED FOODS CORP.

*Order extending time to file petition for writ of certiorari—July 21, 1964*

Upon consideration of the application of counsel for petitioners,

*It is ordered,* That the time for filing petition for writ of certiorari in the above-entitled cause be, and the same is hereby, extended to and including August 21, 1964.

POTTER STEWART,

*Associate Justice of the Supreme Court of the United States.*
Dated this 21st day of July, 1964.

[2699] Supreme Court of the United States

[Title omitted]

*Order allowing certiorari—November 16, 1964*

The petition herein for a writ of certiorari to the United States Court of Appeals for the Seventh Circuit is granted.

And it is further ordered that the duly certified copy of the transcript of the proceedings below which accompanied the petition shall be treated as though filed in response to such writ.